

## U.S. Rejects Thant's Plea



1

Carol Jean Buelow, 20, above, a freshman at Wisconsin State University-Oshkosh, was chosen Miss Oshkosh in ceremonies Saturday night. Miss Buelow, who sang a selection from the musical "Oliver," is the daughter of Mr. and Mrs. Marlyn Buelow, 758 Grove St., Oshkosh. The first runnerup was Myrna Radl, 18, a freshman at WSU-O and the daughter of Mr. and Mrs. Clarence Radl, 1102 Otter Ave., Oshkosh. Barbara Rhode of Slinger, a WSU-O junior, was second runnerup and Jo Anne Wisniewski of Cedarburg, a WSU-O senior, was chosen Miss Congeniality. (Post-Crescent Photo)

### Assurances Needed to Halt Attacks

UNITED NATIONS, N.Y. (AP) — Secretary-General U Thant asserted Saturday that the door is open for Vietnam peace talks despite the current intensified fighting and that negotiations will begin within a few days if the United States stops bombing North Vietnam.

The United States replied that it first wants confirmation that North Vietnam "would not take military advantage of the cessation" of bombings. The reaction indicated that the United States is standing by President Johnson's San Antonio formula, which Hanoi has rejected.

Thant set forth his views in a long statement assessing his recent discussion with interested world leaders, including Johnson, Soviet Premier Alexei N. Kosygin, British Prime Minister Harold Wilson, Indian Prime Minister Indira Gandhi, French President Charles de Gaulle and two North Vietnamese officials.

#### 'Any Matter'

He said the North Vietnamese had assured him that talks would start as soon as a bombing ban became effective and that the United States could bring up any matter it chose, including a reduction of military operations in South Vietnam.

The U.S. government reacted in a statement issued nine hours later through its U.N. mission.

"We have carefully considered the secretary-general's statement, the essentials of which were reported by him during the useful talks which took place this week in Washington," the U.S. statement said. "We assured him then that we share fully his desire for a political solution . . .

"The secretary-general believes that discussions would start 'even perhaps within a matter of a few days' if the bombing of North Vietnam ceased unconditionally.

#### Wants Assurance

"We have been seeking publicly and privately, and would welcome, confirmation from Hanoi that talks would start promptly in circumstances where we could reasonably assume that North Vietnam would not take military advantage of the cessation."

Thant expressed "deep concern over the war in Vietnam." Unless the essential steps are taken now to initiate peace talks, he said, "the conclusion is inescapable that there will be continued intensification and escalation of the conflict, resulting in unforeseeable developments with dire consequences."

He called the war futile. "There can be no victory, no defeat, only more suffering, more death and more destruction," he said. "The very survival of Vietnam is at stake. It is time to call a halt."

#### Indispensable Step

The secretary-general said his discussions, during his trip to

Turn to Page 2, Col. 3

## 500,000 Jobs Goal of Drive

### Government, Top Businessmen Open Campaign in Big Ghettos

AUSTIN, Tex. (AP) — With the chance to earn decent lives "national unity and domestic peace" at stake, the government signed up top businessmen from over the nation Saturday to round up jobs for the 500,000 unemployed in big-city ghettos.

Mid-March will be kick-off time, in the 50 largest cities.

Most of the jobs probably will go to Negroes. The man in charge of the unprecedented campaign is Henry Ford II, chairman of the Ford Motor Co.

Ford flew to the LBJ Ranch from Washington Saturday morning. He conferred with President Johnson, and then made the 65-mile trip to the White House press room here to tell reporters about the goals and program for helping the hard-core unemployed.

"Unemployable" "For the most part," he said, "These are people who, in the past, have been written off as unemployable, because of lack of job skills, work experience, education and social adaptability. Yet, as we look at the social and racial situation that is undermining this country with fear, hatred and discord, nothing can be plainer than the fact that these people must be given

the chance to earn decent lives for themselves. "It is no longer solely a matter of social justice and the principles of democracy. Our very national unity and domestic peace are at stake."

In answer to a question, Ford said "I don't mean that any 500,000 jobs is going to mean that there will be no riots this summer or in the future...but you have done something to alleviate the problem. We are not going into education. We are not going into a lot of other areas that still have got to be handled."

**Productive Workers** As chairman, Ford is at the top of a pyramid of "blue chip" executives from business and industry.

Turn to Page 2, Col. 1

Turn to Page 2, Col. 1



A United States Marine sprints across open ground during an assault within the Citadel at Hue last week. Tanks blasted breaches

in the ancient walls to facilitate Marine attacks on the Red-occupied part of the city. (AP Wirephoto)

## 4,000 Tortured Years Was Just the Start

By PETER ARNETT  
SAIGON (AP) — Suddenly, no place was safe.

Saigon became as dangerous as the Ca Mau Peninsula. The idyllic resort of Dalat in the central highlands became a prison for vacationers as South Vietnam suffered its bloodbath in the first days and nights of the lunar new year.

Nearly 40,000 persons died in 10 days, official figures show—a bloodletting that must rank with the great slaughters of Vietnam's tortured 4,000-year history.

The catalyst was a bold Communist attack on all the city strongholds below the 17th parallel.

The resultant conflict has changed the pattern of the war

It emerged from the jungles, swamps and villages where it was fought for years, and came to the cities. Black-clad guerrillas who dwell in the dark rain forests of the Communist war zones marched across broad paddies and unprotected hamlets into the capital itself.

Turmoil and destruction invaded the homes of hundreds of thousands who thought they had escaped war's horrors in the security of the major towns.

Two weeks of carnage indicated that all that had gone before might merely be the curtain raiser to the main event.

The Communists swarmed over a metropolitan Vietnam that was sleeping off the happy holiday of the year.

Ironically, the allied high

command was well aware that the Communists were on the move somewhere. Dribbles of intelligence collected in all parts of the country indicated the drift of Communist units toward the cities.

Little notice was taken. The euphoria of the lunar new year had overtaken everyone except the American field forces that clung tightly to their firebases in expectation of a lunar truce, and the Communists who had no intention of observing the holidays or the truce.

#### Holiday Attack

They struck while Saigon rocked to firecrackers and the revelries of Vietnamese holiday bacchanal.

Jungle soldiers who had never worn shoes dug their toes into thonged rubber sandals to protect their feet against the hard city streets.

Weapons and ammunition that had been surreptitiously buried inside coffins during mock funerals in previous weeks were dug up from city cemeteries.

The Communist infrastructure, those hundreds of outwardly loyal citizens who comprise the hidden apparatus of the enemy, led to assembly points the troops they had concealed.

The attacks were coordinated on a master plan. First, the sappers launched suicide assaults against the most important buildings. Then shock troops

Turn to Page 10, Col. 1

### Post-Crescent Index

Arts Page . . . . C14	Outdoor Page D 6
Building Page B10	Puzzles . . . . VIEW
Business News C11	Sports Section D 1
Editorials . . . . B6-7	Stocks-Markets C12
Movie Times . . C11	TV Logs . Showtime
Obituaries . . . . D 7	Women's News C 1



# Suddenly, No Place Was Safe

CONTINUED FROM PAGE 1

lashed at peripheral military installations. The battle was on at Saigon, at My Tho, in the delta, the highlands, the coastal plains.

The cities and towns not attacked in the first day were hit the second or third day.

Death plucked at every layer of Vietnamese and American life. It sometimes came to those who panicked.

A wealthy Chinese importer gunned his late-model French car through a Saigon intersection instead of heading the stop whistle of a U.S. military policeman. He was shot dead by the nervous sentry.

Two American employees of Pacific Architects and Engineering, Doyle V. Clark, 33, from Covina, Calif., and Billy C. Stein, Sacramento, Calif., both entomologists, leaped into their jeep when fighting erupted near their home beside the Saigon golf course. Both were killed 20 yards from their gate.

A neighbor, Mike Mealey, a young Californian, elected to stay under his bed for 29 hours. He survived.

The Communists sometimes picked their victims at random. At the central highlands city of Ban Me Thuot, they overran the Christian and Missionary Alliance and killed five American missionaries, three men and two women.

## Sometimes Mercy

Yet inside the city they occupied the home of a U.S. education specialist, Dr. Jane Ford, and let her live. They used her home as a command post.

In the delta city of Chau Phu, the Viet Cong pushed half a dozen American nurses into the bathroom and locked them in for the 30 hours they held the house. But in the nearby province of Vinh Long, New Life hamlet specialist Hugh Lobit, a big, rangy Texan in his mid-30s, was gunned down in his favorite pacified village.

Other foreigners just disappeared, like a reputed millionaire Australian who made his money in duck feathers, Keith Hyland, a trim, debonair 54 who visited his factory in the Chinese suburb of Cholon. He was captured by the Viet Cong and hasn't been seen since.

Or civilian aid official Mike Bengte, from Heppner, Ore., an expert on Montagnard affairs who disappeared into Viet Cong captivity in the central highlands.

The Communists deployed 70,000 troops in the first waves of the lunar offensive, half of them North Vietnamese, according to U.S. intelligence estimates. Enemy battalions unseen in years materialized to join the fight.

The major thrusts were directed against Saigon, the northern city of Da Nang, and the ancient capital of Hue, long a center of unrest.

The technique was always the same: snipers and guerrillas were infiltrated into each city and hidden by the infrastructure until zero hour. The main enemy forces assembled in the suburbs. The attacks were coordinated nationally.

The U.S. Command is still trying to figure out how as many as 10,000 Communists, even though the fighting troops reached the environs of Saigon. One theory is that the main assembly point was the desolate Plain of Reeds, southwest of Saigon.

A major factor was the absence of half the Vietnamese army on holidays. Reliable sources say that high-level American requests were made to the Vietnamese to cancel the lunar new year military leaves. These requests were turned down with the argument that the Vietnamese army had had a tough year and deserved the break.

## Held Out

Most Vietnamese fixed positions held out with troops in many cities preferring to yield public buildings such as radio stations and provincial offices rather than move out from their heavily defended bunkers. The Hue army with its stock of 1,000 M16 rifles and other weapons fell without a shot being fired, said Americans in that city.

In most cities U.S. firepower saved the day. American troops were deployed in the major cities to drive out the invaders. When U.S. troops were not available, fighter-bombers, rocket helicopters and artillery were brought in upon Viet Cong positions inside the cities. The sacrifice of large parts of many towns was deemed necessary to rout the enemy.

Americans watched in fury at the delta capital of Can Tho as fighter bombers destroyed the multimillion-dollar Delta University, completed last year with U.S. aid funds. A Viet namee armored unit had surrounded the university, compelling the university to demand that the air strikes be brought in because of the large numbers of

enemy allegedly in the university.

Americans at the scene said no Viet Cong bodies were discovered after the air strike—and that the Vietnamese military men proceeded to loot the university of every undamaged item.

Looting was a scourge of the whole offensive, much of it by the allies. Reports from Hue indicate looting on a large scale by government troops. In the delta city of My Tho, a senior U.S. civilian adviser found his home ransacked three nights in a row.

A public safety adviser in Can Tho arrived home to find Vietnamese soldiers carrying off his pistol collection. Doors were smashed in at a score of other American homes in Can Tho, and valuables stolen.

## Remember Looting

"It is ironic that people will remember the looting more than the killing," one American said as he watched Vietnamese troops loot homes in the delta city of Ben Tre.

"These are not the spoils of the victor," he added. "These people being looted are the victims. They are getting a double dose, from the Communists and from us."

Allied officials are still trying to determine the amount of aid the Communists received from the population or possibly from government officials.

By one report, a Communist company walked into the province headquarters at Tra Vinh, capital of the Mekong Delta province of Vinh Binh, without firing a shot. The Communists were shaking hands with each other and greeting collaborators when two armored cars rolled up from a nearby army post and killed them all. U.S. sources reported.

Widespread reports from the Chinese suburb of Cholon in Saigon indicate that many young people joined the Communist ranks. A wounded 23-year-old Vietnamese laborer told his captors in the U.S. Army's 198th Infantry Brigade: "I saw the Communists marching through Cholon and I thought they had won the war. That is why I joined them."

Other prisoners said they had had only three hours of weapons training after being recruited as the Communists moved through outer suburbs.

Major support apparently was given the Communist army by university students and others in Hue, but few confirmed reports of Vietnamese army defections to Communist ranks have been made.

Communist radio claims that whole Vietnamese army units defected have not been substantiated. There are several indications that individual troop defections to the Communists occurred, particularly in the Hue region.

## Offensive Weakens

Americans weighing the strength of the Communist offensive after 24 days see it weakening, but possibly only temporarily. Some observers expect a resurgence, particularly against Saigon, within a month.

Shock waves still are echoing through most population centers, even though the fighting of the last few days was restricted to the periphery of Saigon and the slackened in other areas, with the exception of Hue.

Desperate people are moving from their homes at a moment's notice if they hear the whisper of a possible new attack.

The city populations, caught in the middle of a war restricted to the paddyfields and swamps of the countryside, are fearful. A shocking symbol of the plight of the population was visible in Hue. During a battle for the provincial hospital, which the Communists had occupied, troops of both sides fought from bed to bed and ward to ward, using the sick and wounded as shields.

## Convicted Slayer Of Rockwell Gets 20-Year Sentence

ARLINGTON, Va. (AP) — John Patter, convicted of the slaying of American Nazi leader George Lincoln Rockwell, has been sentenced to 20 years in prison but could be a free man in five.

Circuit Court Judge Charles F. Russell imposed sentence Friday after denying a motion to set aside the verdict reached by a jury in December. However, Russell suspended execution of the sentence pending Patter's appeal to the Virginia Supreme Court of Appeals.

The 30-year-old defendant had been one of Rockwell's closest aides until they argued and Patter left the party early last year.

Russell permitted Patter to remain free on \$40,000 bond during the appeal proceedings. Patter would be eligible for parole after serving five years of his sentence.

**SUNDAY ONLY**

# K mart BOMBSHELLS

SPECIAL PRICES FOR THIS SUNDAY ONLY — 11 A.M.-6 P.M. WHILE QUANTITIES LAST



## MEN'S BLUCHER OXFORDS

Our Reg. 5.94

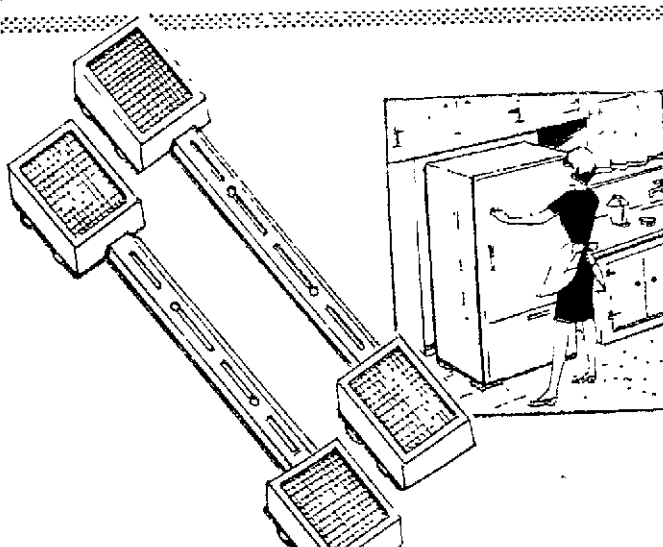
Sunday Only

3-eyelot dress oxfords are easy to wear, Pervel® "wipe 'n wear" uppers, P.V.C.\* soles, and heels. 6½-12. Charge it.

**5.00**

—Shoe Dept.—

\*Fely Vinyl Chloride Reg. T.M.



## BIG APPLIANCE ROLL-OUT\*

Our Reg. 2.44

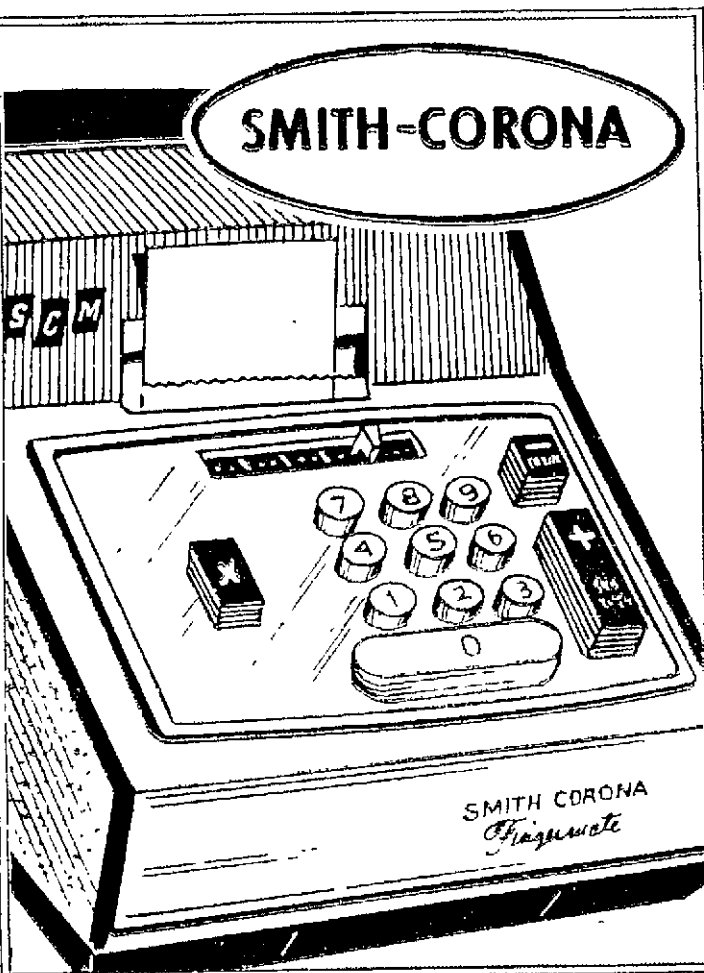
Sunday Only

Moves heavy household appliances easily. Roll-out unit with pads has 40 marproof wheels. Charge it.

**1.66**

—Midway—

\*Limited Quantity, None Sold to Dealers



## It Adds, Subtracts and Multiplies SMITH-CORONA® ELEC. ADDING MACHINE

Our Reg. 68.88

Sunday Only

**55.55**

Smith-Corona "Figurematic" electric adding machine is beautifully engineered to be one of your office assets. Add with it . . . subtract with it . . . and multiply. "Figurematic" does the job perfectly! Just say, "Charge it!"

—Jewelry Dept.—



## Sunday Only MEN'S NYLON UNLINED ZIP JACKET

Our Reg. 5.77

**4.77**

Charge It!

Men's nylon warm-up jacket, in assorted colors. Hidden hood in collar. Sizes S-M-L-XL.

—Men's Wear—



## THERMAL BLEND BLANKET

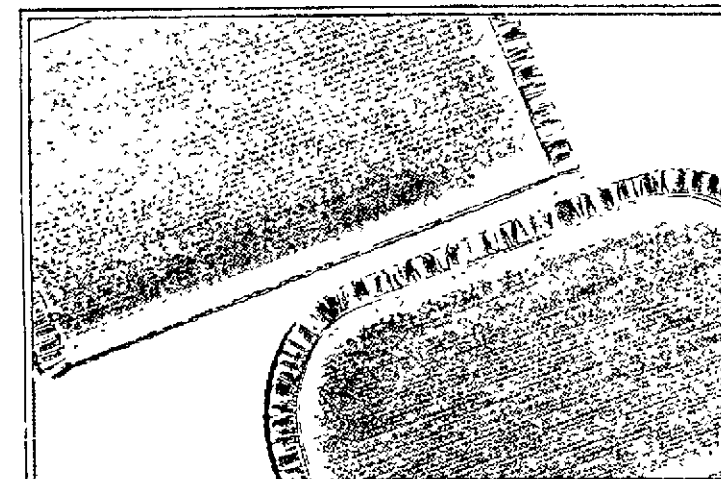
Our Reg. 3.96

Sunday Only

72"x90" Beacon® brand blanket in thermal-woven 50% nylon/35% rayon/15% cotton. Perma-Nap® finish. 5" acetate binding. Raspberry, beige, gold, avocado, blue and white. Just charge it.

**2.86**

—Domestics Dept.—



## 24"x42" VISCOSE RAYON RUG

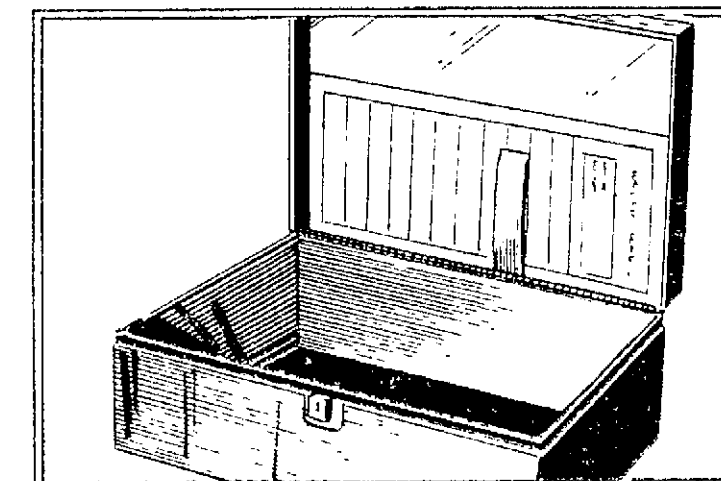
Our Reg. 2.96

Sunday Only

Colorful scatter rugs, 24"x42", are oval-shaped or oblong . . . in viscose rayon, a choice of avocado, gold, rose, blue, brown, sandalwood and henna. Shop K mart® for savings . . . and "charge it!"

**1.96**

—Rug Dept.—



## STURDY STEEL BOND BOX

Our Reg. 2.97

Sunday Only

Protect your bonds and valuable documents in this sturdy, fire-resistant steel box. 4"x7½"x10¾"; enamel-finished. Lock and key. For your shopping convenience, just say, "charge it!"

**1.97**

—Stationery Dept.—



The Young Set's Favorite

## ALL-COTTON KNIT POOR BOY POLOS

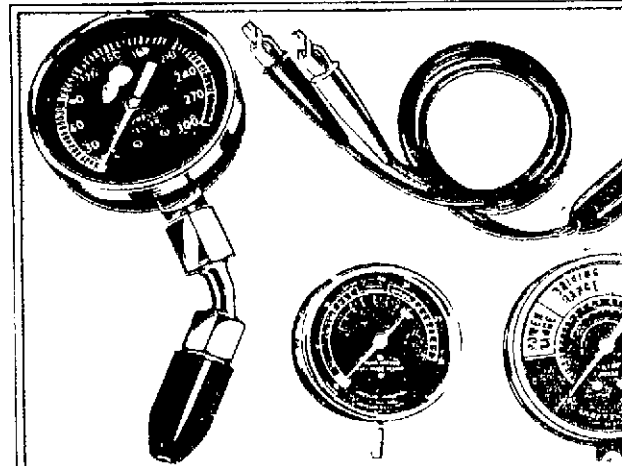
Our Reg. 97c

Sunday Only

**77c**

Popular poor boy polo features crew neck and short sleeves. Great for sport or casual wear. In white, pink, maize, blue. Machine wash. 4 to 10.

—Ladies' Wear—



## GAUGES & TESTING EQUIPMENT

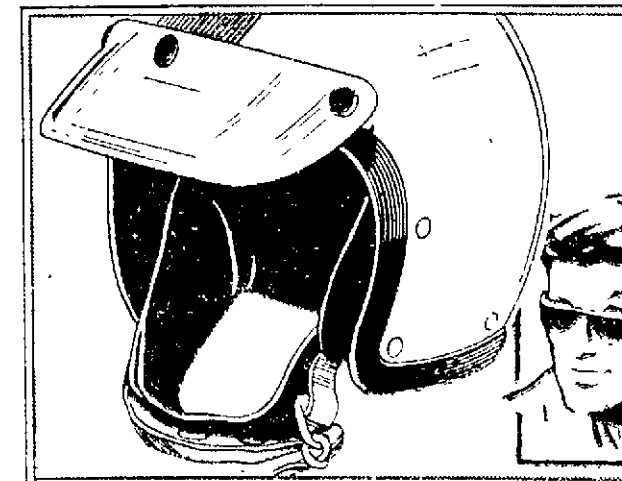
Our Reg. 3.27

Sunday Only

**1.97**

Accurate timing light, easy to read vacuum gauge, gas-saving motor monitor, and compression tester. Locate valve trouble and other motor problems. CHOICE at special price. Charge it.

—Auto Dept.—



## APPROVED SAFETY HELMET

Our Reg. 21.97

Sunday Only

**16.88**

Limit 1. All fiberglass shell with foam padded interior. "Snell" approved for safety and comfort. Full face design. Sizes available. Don't take a chance. Charge it. Meets Z90.1 standards.

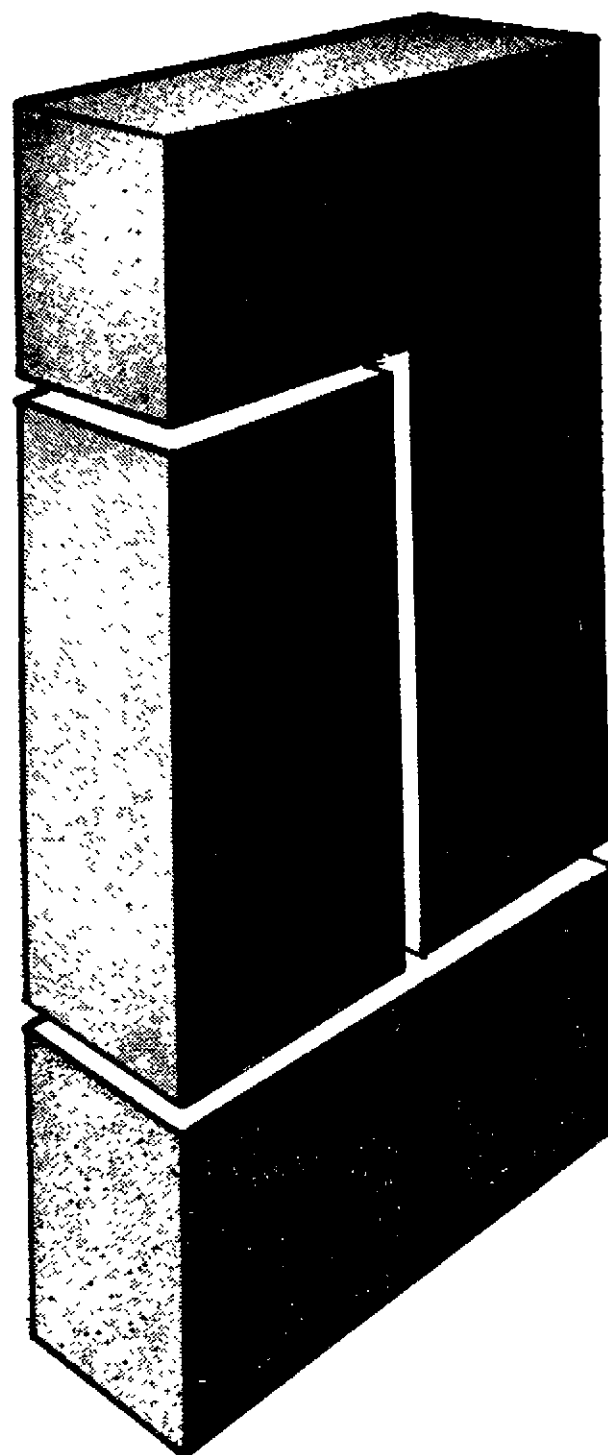
—Sporting Goods—

K mart Carries Only "First Quality" . . . No "Second Quality"

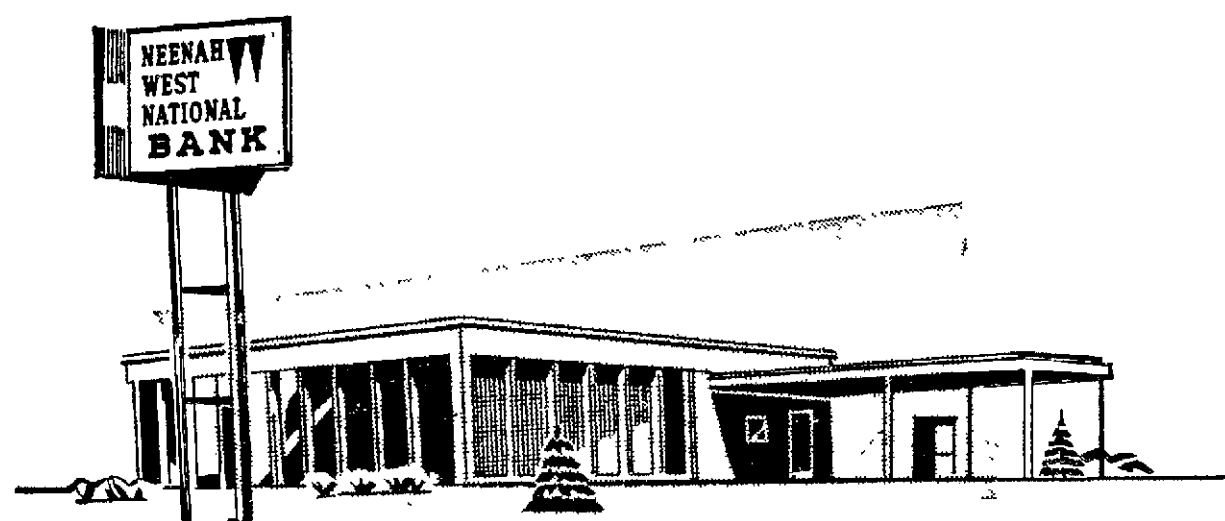
2400 WEST COLLEGE AVENUE



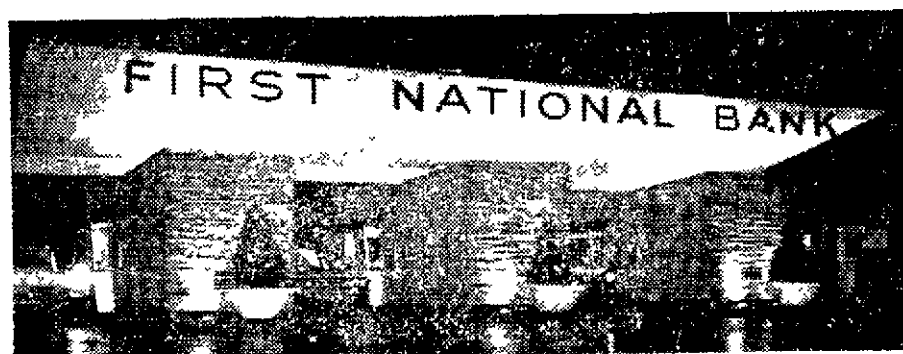
# THE FIRST NATIONAL BANK OF NEENAH STIMULATES BUSINESS ACTIVITY



## AND BUSINESS ACTIVITY YIELDS PROGRESS

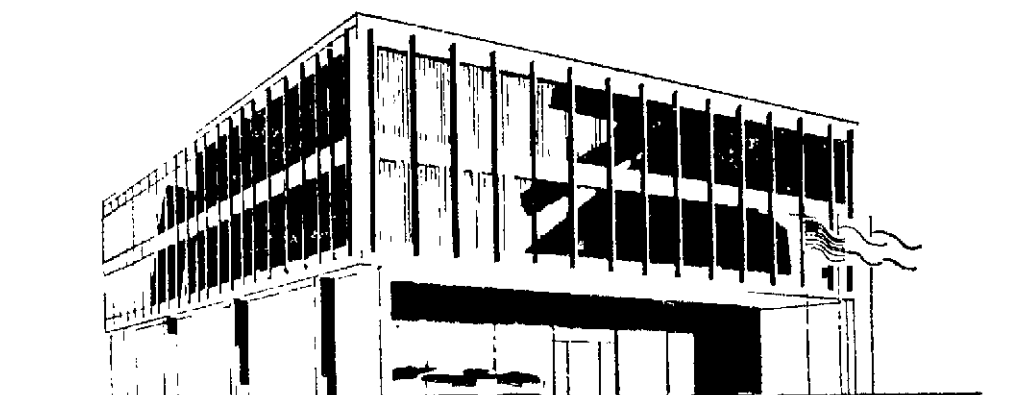


NEENAH WEST NATIONAL BANK, a full service bank, offers convenient neighborhood banking at Winneconne and South Lake.



So that you can bank on your way, Neenah's First National three-unit AUTO BANK is open for your convenience 9 a.m. to 5 p.m. weekdays—until 8 p.m. Thursdays.

NEENAH'S FIRST NATIONAL offers finest facilities for complete banking and trust services. Located in the heart of downtown Neenah, you'll find ample free parking.



### STATEMENT OF CONDITION

The First National Bank of Neenah  
December 31, 1967

OVER  
**44**  
MILLION  
IN ASSETS

# THE FIRST NATIONAL BANK OF NEENAH

HELPFUL, PROFESSIONAL BANKING SERVICE

CALL 722-3301

MEMBER F.D.I.C.



# Valley Wages Continue To Top State Average

## Fond du Lac Has Biggest Increase; Oshkosh Shows Slight Employment Drop

Post-Crescent Madison Bureau

A general "softening" of the American economy during the later part of 1967 was apparently also felt in the Fox River Valley as weekly wage earnings and the average weekly hours worked produced a spotty pattern.

Despite this general softening, average weekly wages for employees in manufacturing establishments continued to show greater increases than the state average with two of the market areas being higher than the state and two lower. In 1966, only one market area, Neenah-Menasha, was above the state average. However, gains from 1966 to 1967 were generally slower than the 1965 to 1966 figures.

Statistics compiled by Margaret C. Felker, research analyst for the State Department of Industry, Labor and Human Relations, show that only Oshkosh failed to produce major gains.

Total manufacturing employment in the four-market area is up from 1966 but, again, the gain is not as great as it was the previous year.

### Employment Up

Manufacturing employment for Fond du Lac, Appleton, Neenah-Menasha and Oshkosh for 1967 averaged 36,000, an increase of 500 over the 1966 average.

Average weekly wage was \$124. \$2.47 higher than in 1966.

The earnings include bonuses and overtime pay. The state average was \$123.05, up \$2.39.

The biggest factor in the slowdown of earnings increases was a general reduction in the average number of hours worked weekly. In 1966, the average work week was 43.9 hours while in 1967 the workers had one more hour of Neenah-Menasha again led for federal help in controlling the entire area in labor force, weekly wages and number of hours worked per week. But it was in Fond du Lac that the biggest gains were seen.

Led by expansion of the city's two major employers, manufacturing employment rose from 6,000 to 6,700 and the average weekly wage increased from \$116.55 to \$130.21. The average hourly wage jumped from \$2.77 to \$3.06, the highest in the area. At the same time, the average number of hours worked increased only slightly, from 42.1 to 42.6.

Neenah-Menasha continues to lead in total labor force with 12,700 employed in manufacturing, an increase of 400 over 1966. The average weekly wage climbed from \$134.75 to \$136.73 and the average hourly wage increased from \$2.92 to \$3.05. However, the average

Turn to Page 7, Col. 1

## 4,845 Flew By Midstate

### Air-Taxi Service Completes First Year at Fond du Lac

FOND DU LAC — Midstate Commuter airline, a Marshfield based air-taxi service operating between here and Chicago, reported carrying 4,845 passengers during 1967, its first full year of operation out of Fond du Lac. The airline also carried 24,543 pounds of freight.

Frank Eibl, Fond du Lac Midstate manager, said the air-taxi line plans to put turbo-prop powered airplanes into service in May. The new planes will be able to carry 15 passengers compared with the present 9 passenger piston-type planes now in use.

William Haase, manager of the Fond du Lac Skyport, said operations at the airport increased 30 per cent during 1967 and that all facilities on the field are being used to capacity.

Physical improvements at the field were generally limited to maintenance but new navigational aids were installed to assist pilots and airport personnel.

cemetery and property owned by the Miles Kimball Company amounting to 67 acres. Some 40 acres were annexed along the south side of Ninth Street and 18 acres were brought into the city with the Kellerman property. Oshkosh also recorded seven other annexations, ranging from a single lot to six acres.

Neenah, which was a leader in annexation in the early 1960's, took in less than two acres during the year. No official action has been taken on a proposal, made in 1965, to annex 160 acres on the southwest side.

Kaukauna, Kimberly, Combined Locks and Little Chute recorded no annexation activity during 1967.

South Hill Country Club has petitioned to annex its 159 acres to the city which will further extend the boundaries this year.

### Appleton Gains

Appleton was also annexation-minded during 1967 as 295 acres were taken in from the towns of Grand Chute, Menasha and Harrison. The two largest packages are the 144-acre Langedyke farm and the 110-acre Foley-Roeland annexation. A church property accounted for seven acres and another 33 acres south of Park Plaza rounded up the expansion.

Oshkosh annexed 132 acres last year with the largest parcel being a part of the city

nexation was the largest single addition in the Valley during 1967. Fond du Lac led all cities by annexing a total of 398 acres during the year.

More than half of the total (201 acres) is listed as the Fond du Lac campus of the Wisconsin State University. Some parcels of land near the university were also included in the package.

The next largest annexation was the 111-acre Sullivan Farm which will be used as an industrial park. Half of the package was annexed voluntarily.

Fond du Lac expanded by 34 acres with the annexation of the Wisconsin Lumber Co. and another 17 acres by the purchase of the Wellnitz farm.

Menasha once again became embroiled in a legal fight with the Town of Menasha, one of the most militant — and richest — townships in the state. The Banta annexation, a package of 303 acres, is now in the courts, along with the 183-acre annexation of 1965.

### \$4 Million Package

The Geo. Banta Company announced its intention to annex its huge Midway Plant to the city on June 1.

When the Banta official had finished circulating the petition to annex, seven property owners holding one-third of the land area and more than three-quarters of the valuation of nearly \$4 million had signed. The Banta property alone is worth \$2.7 million.

Owners of 19 of the 42 land parcels signed a counter-annexation petition, including the Kools Brothers Inc. plant and Fox Co-op, Inc.

However, a lengthy legal battle looms in the courtrooms before the taxpayers will know finally where to send their tax bills. Property owners in the 1965 annexation package received tax bills from both the city and town for the second straight year and there have been no breakthrough in the case.

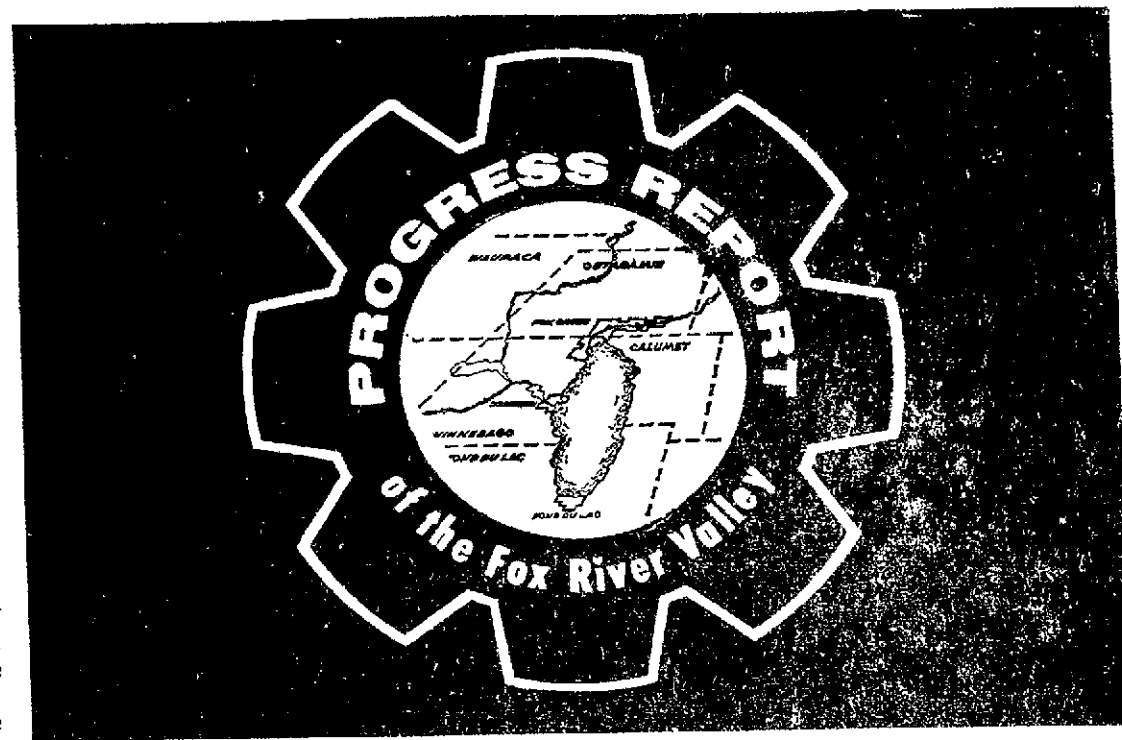
Although the Menasha an-

### Two Scientists to Work at Institute

Two well-known scientists from abroad started a year's work at the Institute of Paper Chemistry as visiting scientists. Dr. Karl Erik Almin of Sweden and Dr. F. Lyth Hudson, University of Manchester, England, will conduct research at the Institute.

Lights From Rooms of Students studying outline two of the high-rise dormitories at Wisconsin State University-Oshkosh. More than 2,000 students are now housed in high-rise dorms which

have dramatically changed Oshkosh's skyline in the last two years. (Post-Crescent Photo)



## Three Campuses Grow Fond du Lac Expands As Education Center

BY DOUG KOPLIEN  
Post-Crescent Staff Writer

FOND DU LAC — Higher education took a big swing to the positive during 1967 as construction began on a two year branch campus to the State University System, and work was completed on the new Marian College Campus.

When the doors to the WSU-Fond du Lac campus open in September, 1968, this area will boast of an education complex with Marian College and the Fond du Lac Technical Institute working hand in hand toward higher education achievement.

With the completion of the Marian campus, the college had created its own image separate from that of St. Agnes Hospital and St. Agnes School of Nursing. Until two years ago the college had been housed in the same

facility as the hospital and therefore was considered a part of it.

### Own Personality

The two year university, on the other hand, will be directly associated with Wisconsin State University-Oshkosh, but with a campus of its own. Dean Willard Henken hopes to create an academic atmosphere peculiar to the Fond du Lac campus.

The branch campus will offer the first two years of study in all fields offered by the State University system and will have the same accreditation.

Marian College during the past year has been working on accreditation by various nationwide agencies to give their graduates credentials as any other graduate. It has received accreditation

by the National Council for the Accreditation of Teacher Education, the National Nursing League and the North Central Association of Secondary Schools and Colleges.

According to Sister Mary Sheila C.S.A., college president, offerings planned for the future include a major in psychology and social services. "So far we have concentrated on strengthening our present offerings," she explained, "so that we could offer our graduates the same credentials as any other."

### Build Campus

During the past year construction was completed on a 134 unit dormitory and a student commons to go along with a science building, administration-classroom building, chapel and library.

Through the use of federal grants and loans the college was able to complete its building program in less than three years.

Federal money has also played an important role in establishing the branch campus here. Although \$373,000 was cut from a \$1.86 million request, plans are to go ahead with the physical plant which includes six buildings.

### Exchange Feature

To be completed for the 1968-69 academic year are classroom science, library-administration and student center buildings which will be served by the central heating plant. Scheduled for early 1969 completion is the physical education building.

Officials of both colleges have been discussing the possibility of faculty and student exchange as well as some arrangement for physical facilities.

In the same geographical location is the Fond du Lac Technical Institute and some three-way exchanges are anticipated.

Building plans are also in the making for the technical institute which has been designated as an area school in the state technical school network.

With the enrollment at the technical institute at 700 capacity, another 900 anticipated in 1967. Taking most of the taxes this year is School District No. 11 which will get \$154,078 while \$12,156 will go to the vocational school.

On the village level a budget of \$236,796 was adopted for an increase of \$52,680, \$19,322 of which will be raised via the tax levy.

According to the state supervisor of assessment the village is assessed at 88.7 per cent of its actual value. The village assessment for 1967 was \$7,394,320.

## NFDL Tax Rate Up 10 Per Cent

NORTH FOND DU LAC — With an increase of \$32,194 in the 1968 tax levy, taxes jumped a total of 10 per cent to \$33 per \$1,000 of equalized valuation.

The total tax levy for 1968 is \$244,012 compared to \$211,808 in 1967. Taking most of the taxes this year is School District No. 11 which will get \$154,078 while \$12,156 will go to the vocational school.

On the village level a budget of \$236,796 was adopted for an increase of \$52,680, \$19,322 of which will be raised via the tax levy.

According to the state supervisor of assessment the village is assessed at 88.7 per cent of its actual value. The village assessment for 1967 was \$7,394,320.



Lights From Rooms of Students studying outline two of the high-rise dormitories at Wisconsin State University-Oshkosh. More than 2,000 students are now housed in high-rise dorms which

have dramatically changed Oshkosh's skyline in the last two years. (Post-Crescent Photo)



# Travel Business Growing Tourism a 'Blue Chip' Stock for State

BY HARRY C. THOMA

Chief, Vacation and Travel Service Department of Natural Resources

How would you like to receive \$38.28 for every dollar you invested?

The State of Wisconsin receives that amount from out-of-state tourists in the form of excise and sales taxes for every tax dollar invested in its program of tourist and vacation development. And the program is growing every year.

It wasn't too long ago — 1935 to be exact — that the state first realized the tremendous growth potential in the tourist business and decided to do something about it. An original appropriation of \$25,000 to "plan and conduct a program of information and publicity designed to attract tourists, visitors and other interested persons from outside the state to this state," established an office within the structure of the conservation department.

Today that office has an annual budget of \$500,000 for advertising and promotion and \$81,000 for the operation of tourist information centers on the principal highways of the state. From a one-man, small office operation it has expanded to nine full-time employees and 17 seasonal workers, with year-around offices in Madison, Milwaukee and Chicago. A telephone answering service is utilized in Minneapolis.

## Growing Industry

Is it worth it? If that \$38 return didn't convince you, take a look at the findings of a survey made by the University of Wisconsin in 1960-61.

Sometimes called the state's third largest industry, the travel and vacation business then produced an annual take of approximately \$581 million. A more recent survey placed the annual take at slightly less than \$1 billion. This income was produced by about six million travelers who spent one or more days in Wisconsin away from home for vacation or recreation purposes during the year.

Of major interest, and certainly satisfaction to the Wisconsin taxpayer is the fact that of this approximately 6 billion vacationers, 3,690,000 were from outside the state. This happy horde brought new dollars, not earned within the state, not depleted by education costs, by welfare requirements, by protective services expenses. These were all dollars which otherwise would not have reached the coffers of the state's business and professional men.

For too many years Wisconsin's tourist business was called and thought of as the "resort business". Nothing could be farther from the truth. Findings in that same university survey substantiate this contention with crystal clarity. Resorters get only 20 per cent of the business. Grocery stores capture 13 per cent of the tourist dollar; transportation industries (including gasoline sales) get 10 per cent. Vacation equipment dealers come in for 11 per cent of the take. Restaurants can lay claim to 10 per cent of the dollar, while amusements and the motel-hotel-rooming-house segments come up with a sizeable 7 per cent each. Drugs, gifts and souvenirs and the clothing and dry goods trade are good for 4 per cent each.

## Added Benefits

As is well known, these initial expenditures don't just stay in the pockets of the entrepreneur. Each one spends these dollars for goods and services. Here are where these "secondary" expenditures go:

Thirty-one cents is paid out in salaries, wages and expenditures for professional services, 14 cents goes for taxes and insurance, 12½ cents goes to the bank and other financial institutions for taxes and interest payments, 6 cents goes into site rehabilitation and improvement, 4 cents is split into payments for fuel, light, water and heating and light fixtures, 3 cents goes to the more than 400 telephone companies in the state and 29½ cents goes to the farmer and the food processor.

Consider what a tremendous amount of the produce of Wisconsin farms are consumed by the tourist. One recent study estimated that the farmer benefitted annually to the following extent: 8,640,000 dozens of eggs, 8,225,000 pounds of chicken, 41,881,800 quarts of milk, 48,289,400 pounds of meat, 37,233,800 pounds of fresh veg-



The Long-Awaited Dual lanes over Lake Butte des Morts are gradually taking shape to the left of the existing roadway and bridge. The new section is expected to be completed this fall and work will then start to elevate the present bridge to eliminate time-consuming delays from boat traffic in summer months. (Post-Crescent Photo)

etables, 4,100,000 pounds of butter and 31,540,000 loaves of bread.

## Taxes Paid

Still wondering about where all those taxes come from? Using a pretty sound formula and applying it to the basic excise taxes, the following taxes were paid by nonresidents during July and August alone:

- About \$289,000 paid in beer taxes.
- About \$1,014,000 paid in liquor taxes.
- About \$6,526,000 paid in gasoline taxes.
- About \$2,108,000 paid in cigarette taxes.
- About \$4,842,000 paid in sales taxes and.
- About \$1,600,000 paid in fishing and hunting fees, or about \$16 million total.

In other words, the nonresident tourist paid in taxes an amount roughly equivalent to \$4 for ever man, woman and child in the state.

It is estimated that this business provides employment for approximately 20,000 people in addition to an estimated 7,000 self-employed and unpaid family workers. Approximately 12,000 to 13,000 of these jobs can be classified as seasonal. A wonderful source of employment for many state students.

Now take a look at what the state of Wisconsin is doing about this vast and important tourist business.

## Advertising

By far the greatest amount of the annual appropriations are allocated to media advertising. National and regional editions of consumer magazines and midwestern newspapers are utilized. The program divides itself into three major facets, the autumn colorama campaign, the winter sports promotion campaign, and the biggest of them all, the spring campaign.

Approximately \$13,000 has been allocated for the autumn campaign, about \$15,000 for the winter campaign, and more than \$195,000 for the spring campaign. The printing costs for a brochure, envelopes and other items to service inquiries are in addition to this advertising cost.

All of the ads are couponed and keyed. During the calendar year 1967, more than 364,000 inquiries were received in response to these ads.

A packet of information consisting of a 32-page brochure, containing a listing of the sources of additional information available throughout the state and the ever popular highway map is sent in response to these inquiries. In an effort to assist the communities throughout the state copies of these inquiries are sent to communities desiring to use them. More than 50 communities used the service in 1967.

## Two Offices

As a means of advertising and of being able to provide potential travelers with information about Wisconsin, two offices are operated out of the city of Madison. One is in Chicago, at 205 N. Michigan Ave. This office costs about \$48,-

000 a year to operate and will consistently bring in about 62,000 to 63,000 inquiries. It is interesting to note that in a recent survey made by Professor Fine of the University of Wisconsin, it was revealed that 18 per cent of all the people in Chicago knew about the availability of that Chicago office. Its Michigan Avenue



Harry C. Thoma

location is an excellent one. The lights on the marquee and in the window display tell the Wisconsin story to hundreds of thousands of people each week.

An office in Milwaukee is located in the arcade portion of the Plankinton Building.

During the past year that office handled nearly 40,000 inquiries, a growth of 107 per cent in the past five years.

Another facet of the program is participation in travel and sport shows. Participation in seven or eight such shows is standard. Consistent appearance is made in two shows in Chicago, the Milwaukee Sentinel show, the Des Moines show and the Minneapolis show. In addition an attempt is made to be in at least one Ohio show annually and to be at either St. Louis or Kansas City.

## Weekly Reports

As a further service to the tourist as well as to the newspapers and the radio stations throughout the state, there is a weekly "How's Fishing Report" during the fishing season, a fall colorama report during the autumn season, and a snow condition report during the winter season. The information is compiled in Madison and dispatched to the newspapers and radio stations by either mail or telephonic communication.

Lastly, but by no means least, is the chain of tourist information centers throughout the state. These are located at Beloit, Kenosha, Marinette, Hudson, Superior, La Crosse, Prairie du Chien and, in 1968, a new one at

Genoa City. At these centers the tourist is provided with all possible information about places to stay, parks, regulations, highway directions, etc. Last year more than 78,000 cars were assisted at these centers or more than 250,000 people!

Vacation and travel is a billion dollar a year business. It brought into this state more than \$16 million in taxes in just two months. Every year it grows and grows. There is



virtually no limit to its possibilities. It can go from the third biggest industry to the first industry in the state. Just as nationally the tourist business has grown from \$20 billion to \$80 billion in a rather short time, so in Wisconsin it can grow from a billion dollar to a multi-billion dollar business in a short time.

If anybody is interested in a good growth stock, buy the Wisconsin travel business. Its a comer and a blue chip.

# Planning for the Future Oshkosh City Progress Took on Four Dimensional Aspect in 1967

BY EDITH BOCK

Post-Crescent Staff Writer

OSHKOSH — Progress was four dimensional here last year as this city pushed its boundaries outward into 140 acres of annexed area, upward with more than \$24 million worth of public and private construction, and underground with contracts for some 30 miles of public utility pipelines.

Moving into a fourth dimension of growth, the year saw the city become part of an area vocational school district and join with the Fox Valley Council of Governments, moves of long-range importance to progress and growth.

It was a year of study and preparation at the administration and common council level. Still to be seen are the decisions the city will make for continued growth.

There were professional studies of traffic and parking. An analysis of the sewerage system was authorized. There were long, searching sessions in attempts to establish street paving policy and programs and to obtain a comprehensive look at future public improvement requirements.

## Shopping Complex

A multi-million dollar new shopping complex, promised for the heart of the city, proved agonizingly slow in getting underway, but its promise of increased business and tax base reflected in major changes elsewhere.

Sponsors of the Park Plaza complex, the Miles Kimball Company, augmented operation of an FM radio station with establishment of the area's only morning daily paper. Across Main Street from the cleared Plaza location, nearly a block of Ceape Ave. is being renewed. A Community Services building is nearing completion there; Wisconsin Public Service Corp. buildings have been rejuvenated; and plans are expected to mature for demolition of an abandoned mill-work plant.

Downtown merchants in vested some \$125,000 in improvements to individual buildings and properties. Private construction, including remodeling and improvements throughout the city, came to nearly \$11,500,000 and included 347 new housing units, 155 of

them in nine new apartment buildings.

Private investment in construction was down nearly \$4 million from the preceding year when a Mercy Hospital expansion helped set a record high, but state and county construction last year added nearly \$13 million to the 1967 construction totals.

Assessed valuation of the city rose \$9,686,000 to \$137,298,000.

## 5-Year Plan

Councilmen approved a five-year plan to upgrade street lighting and implemented the first segment. A \$3.7 million bond issue was floated to finance, with federal aid, a two-year, \$4,787,000 public improvement program.

To help solve the city's waste disposal problem, construction was started on a 350-ton capacity incinerator. Also underway is a more than \$700,000 expansion of the municipal water treatment facility.

There were 35,767 feet of water main added to the system, 30,752 feet of sanitary sewer laid, and 32,955 feet of storm sewer installed. The year brought 25,221 square yards of street paving, and authorization for 2.09 miles of new streets. About 3¼ miles of new streets were graded and graveled. New sidewalks went down for a combined 18,442 feet.

Last year saw the opening of a major addition to the Public Library although renovation of the old section still is underway, part of a \$750,000 project for room enough to allow the library to serve as a central facility for the area.

## New School

Perry A. Tipler Junior High School, built at a cost of \$1,461,725, opened in September. Privately owned Evergreen manor, retirement home offering maximum nursing care, went into operation.

The American Association of Retired Persons (AARP) conducted a housing need survey via newspapers and went to the council with the results. They urged creation of a housing authority and construction of low rental housing needed for the self-sufficient elderly on limited incomes. Councilmen are eyeing the necessity of a mini-

mum standard housing code to qualify for federal aid if the city is to undertake such a project.

There was new cooperation between the university, the public schools, and the common council in a transaction which provided a site for a million dollar stadium and athletic field on the banks of the Fox River.

The former municipal athletic field, traded in the transaction, will become the site of a new Zion Lutheran Church. A new First United Methodist Church is planned for a site north of the city.

## Growing Area

Developments on the far west side continued with the start of a new K-Mart off U.S. 41 and a first addition to the Westhaven platted area. Howard Johnson Motel, U.S. 41, and The Pioneer Motel announced plans for additions.

The Raulf Hotel became Picasso Plaza Motor Inn and bloomed with color and new facilities.

As the year neared its close, councilmen set a precedent for tree planting of street terraces, proposed joint purchasing procedures to the board of education and Winnebago County. They invested \$44,000 of city funds in two small downtown properties as a start toward solving the parking problems of the central business district.

City Mgr. Angus Crawford, noting an opinion that state "building corporations" are legal devices for financing highway costs, proposed to legislators that a similar method be used to build bridges.

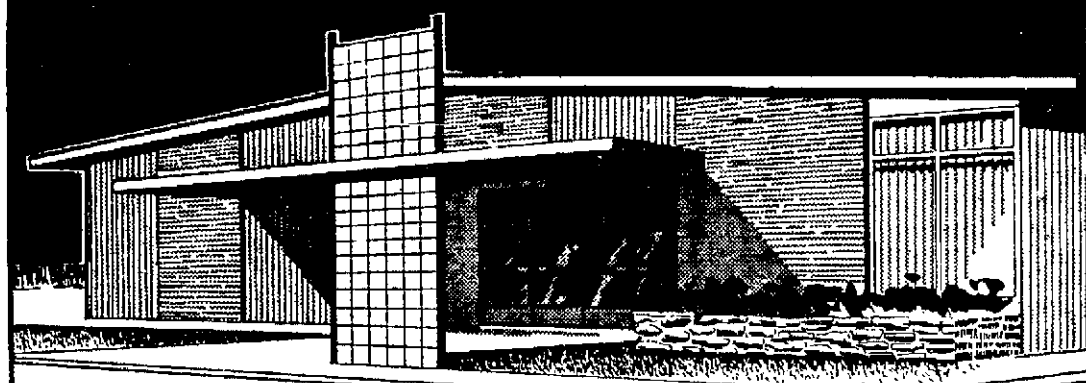
## School Construction In the Fox Cities Area Totalled \$13 Million

The seven Fox Cities and villages had school construction during 1967 in excess of \$13 million, almost the same as the preceding year.

Appleton led the list with \$6.6 million in two schools, Appleton East High School and Highlands Elementary School.

Menasha built two schools, Gegan Elementary and an addition to Trinity Lutheran School. A 12-room addition was built to Tullar Elementary School at Neenah.

# Announcing...



**STRUCTO, INC. — Is Your  
Authorized Steel Building Distributor**



**UNIFRAME STEEL BUILDINGS**

YES... your new Varco distributor offers you a way to build better... for less. His product is a strong, pre-engineered building that goes up quickly, lasts indefinitely. It's designed for easy maintenance and quick expansion. Varco Uniframe Buildings start with a modern, welded steel framework that allows creation of a building with extra beauty... extra strength. They have a flexibility of design that can give you the exact building to suit your needs. More and more industries, businesses and communities are turning to Varco to solve their building problems.

Find out more. Contact your new Varco distributor and ask for a colorful catalog describing Varco Buildings.



**INC.**  
ROOF TRUSSES/BUILDING COMPONENTS/ARCHITECTURAL MILLWORK  
P.O. Box 1103 — APPLETON, WIS. — Ph. 739-1239

# SUPPORT IN DEPTH

We offer electron tube inventory "in depth" geared specifically to your replacement needs. By taking advantage of our inventory, you cut your in-plant storage costs — and... we ship your orders promptly — meaning we deliver the tubes you need when you need them. So why not save inventory effort and expense by calling us first for all your replacement tube needs... we're as near as your phone!

Our capable staff can also keep you informed of the various technical catalogs available for RCA's broad line of industrial tubes...

Your Discount Electronic Shopping Center

# VALLEY RADIO DISTRIBUTORS

518 N. Appleton APPLETON 733-6012

AUTHORIZED  DISTRIBUTORS

This office costs about \$48,-



## Pressure Growing Greater Septic Tank Control Laws Seen

BY JOHN WYNGAARD  
Post-Crescent Madison Bureau

MADISON — Builders and developers in rural districts can expect increasing state government pressure for adequate controls to assure correct installation and maintenance of septic tanks installed where public sewer service is not available.

More explicit discussions and proposals from ranking state government regulatory officials strongly suggest that there will be a formidable push for effective control laws in the next legislature. Preliminary reports on the need for such measures were put before legislative committees during the last session of the legislature, and a recent statement from the state division of health indicates that they will be followed with specific legislative requests.

Dr. E. H. Jorris, the state health officer, in a voluminous report to Gov. Warren P. Knowles recently summarized the health and conservation problems involved.

### Pilot Studies

Pilot studies on eight Wisconsin lakes last summer, he

revealed, show that 89 per cent of the existing septic tank installations on those waters are in violation of the existing plumbing code.

Dr. Jorris also described the administration of the present laws as "ineffective."

When the lawmakers enacted the 1965 strengthening of the state's water pollution program, they included a provision requiring the installer of any new septic tank or home disposal system to get a permit, at a fee of one dollar, from the county clerk, or other designated agent of the state health service. But officials regard that control as more nominal than real, and as providing only a record of the fact of the installation and its location.

Moreover, there is apparently no assurance in the present permit law for an accurate recording of such installations, for Dr. Jorris' report to the governor also asked for new and more stringent legislation on that subject.

### Wants Jurisdiction

The present law gives the state division of resource development, administrator of

Turn to Page 11, Col. 6



## ... our New Look

## ... our New Location

We anticipate moving into our new building at 2525 N. Casaloma Dr. early this spring. At our new location our staff of 75 people will continue to offer these specialized services to the paper industry: Sheeting — Punching — Trimming — Rewinding — Die Cutting — Packaging — Round Corner Cutting — Ruling — Color-verting

A Member of the Wisconsin Paper Group



# PACON CORPORATION

2525 NORTH CASALOMA DRIVE APPLETON, WISCONSIN 54911

### OUR PRODUCTS

School Papers  
Construction Paper  
Printing Papers  
Bond Mimeograph  
and Duplicator  
Ruled and Plain Pads  
Scratch Pads

Concrete Tiers Take form on the addition to Forest Polk library at Wisconsin State University—Oshkosh.

The addition will double the space of the facility to meet use pressure from the growing enrollment at the school.

## \$14.5 Million in Construction Slated to Start at WSU-O

CONTINUED FROM PAGE 1  
000 or more later will be the heart of the complex slated for completion by Sept., 1969.

### Third Dorm

Scheduled for tentative completion by the 1969 school year is construction of a third high rise dorm, which will also hold about 1,200 students.

The dorm, which was originally slated for construction at this time on the corner of Warren and Osceola streets, is being delayed while university officials study new ideas concerning internal design and the need for housing for 1,200 students.

Plans could be changed for construction of a suite-type concept with each room holding four students and consisting of a connected living room and bedroom.

Administrators will also reach a decision, probably soon, on whether to postpone construction pending greater need for student housing. The idea of building one wing at a time to meet current housing needs is also being considered.

### Low Priority

Another low priority construction project not scheduled but possible immediately is a \$385,000 maintenance building located along the Fox River. The university's maintenance materials are currently scattered in several buildings throughout campus, and a separate structure will probably be completed within this biennium, according to Gaede.

The university is also considering construction of fourth and fifth high rise dorms in the future.

"It is more or less inevitable with the growth the university is now undergoing," Gaede said. He added the fifth high rise could be finished by 1977.

Also tentatively, slated for construction in 1971, when the fourth high rise may be built, is a 50-60 unit married housing structure. The university has already bought land north of campus. The 50-60 original units would probably be expanded later, Gaede said.

### ROTC Program

Whether WSU-O builds the housing on the land already acquired or sells that land and acquires other property north of campus will depend on whether the city wants to buy the land before construction starts.

There has been talk recently of the city wanting the land as a site for a new high school. No action has yet been taken.

The university is now considering what to use for the advanced Army ROTC program which will begin at the university for juniors and seniors.

One possible alternative, Gaede noted, would be to convert space in an abandoned factory or warehouse located near campus for the program. He added, however, that the university would not construct new facilities.

Another possible future project is construction of a water resource laboratory, but nothing has yet been planned. The laboratory would house facilities where students and faculty could conduct water resource research projects. It would probably be located near or along the Fox River.

### Campus Growth

Paralleling the university's rapid expansion in its physical plant has been tremendous growth in campus size over the past two or three years.

This year alone, WSU-O acquired between 90 and 100

acres of additional land to boost campus size to about 160 acres. It was a mere 25 acres just two years ago, Gaede noted.

Included in this year's acquisition were two 40-acre sites for the athletic field and married housing.

"We are now in the process of filling this space," Gaede said, noting that further campus expansion will be slower than it has been recently.

Being considered for possible acquisition, however, is land within an area bordered

## Upward Trend Continues At WSU-O

### Student Increase Second Largest In School History

OSHKOSH — Enrollment figures at Wisconsin State University-Oshkosh showed the second largest student increase in the school's history this year and continued to reflect the university's role as one of the fastest growing state universities.

Enrollments totaled 9,444 in September, 1967, an increase of 1,177 over the September, 1966, figure of 8,267. The only larger enrollment increase was recorded in September, 1965, when figures were up 1,758 from the previous year.

This year's figures continue to reflect a trend which began in 1960, when there were just 2,251 students enrolled at the university. Since then enrollments have almost quadrupled, and figures for the years ahead indicate continued expansion.

### Projections

Current projections indicate 10,547 will enroll in 1968, 11,477 in 1969 and 12,408 in 1970. And, although exact figures aren't available, growth is expected to continue.

A further breakdown of 1967-68 enrollment figures shows that of the 9,444 students, 8,917 were Wisconsin residents, 490 were from out-of-state and 47 were from other countries.

Winnebago County continued to contribute the largest share of students at WSU-O, with a figure of 1,791 recorded. This compares with 1,600 last year.

Milwaukee County was the second largest supplier, with 1,290 reported enrolled as compared with 1,076 last year.

The other eight counties contributing the most to WSU-O enrollment were Fond du Lac, 719, up from 662; Outagamie, 686, up from 623; Brown, 479, up from 404; Waukesha, 434, up from 389; Dane, 254, Sheboygan and Manitowoc, both 245, and Waupaca, 203.

### Other States

These figures continue to reflect the recently increasing drawing power the university has to students in southern and southeastern counties of the state while reflecting WSU-O's overall appeal in the eastern half of Wisconsin.

Other states contributing large contingents of WSU-O students are led by Illinois, from which 302 students came to enroll at the university this year. Also contributing large numbers were Pennsylvania, 34, and New York, 33.

Students also came to WSU-O from other countries throughout the world. The leaders were Kenya and Iran, each with seven, and Hong Kong, six.

entering our  
**14<sup>th</sup>**  
successful year

# VALLEY FAIR SHOPPING CENTER



- American Family Insurance
- Badger Paint Stores
- Carousel Children's Shop
- Central Court Barbers
- Dr. R. T. Dejmek, Optometrist
- Donald's, Inc.
- Eddie's Liquor Store
- The Fair Store
- Fanny Farmer Candies
- Gambles
- C. Glenn Menswear
- Golden Griddle Restaurant
- W. T. Grant Company
- H&R Block Co., Inc.  
Income Tax Service
- Hoffman Construction Company
- Kay-Cele Sportswear
- Dr. Stephan Kank, M.D.
- Kroger Food Store
- Massachusetts Mutual Life Insurance Company
- Thom McAn Shoes
- Mortgage Associates, Inc.
- Nobile Shoes
- Bud Page Motor Sales
- Dr. J. E. Papendorf, Dentist
- Raffield Hats
- Scanlan Jewelers
- Three Sisters
- Trudell's
- Valley Fair Cleaners & Launderers
- Valley Karing Sales
- Valley National Bank
- Walgreens
- Wayne's Beauty Salon
- Wahlforbs
- F. W. Woolworth

### SPECIAL SERVICES:

- Postal Substation  
(W. T. Grant Co.)
- Telephone Payment Station  
(W. T. Grant Co.)
- Drive-In Banking Window  
(Valley National Bank)
- Night Depository  
(Valley National Bank)
- Menasha Township  
Tax Payment Station  
(Valley National Bank)
- Daily & Sunday Dining  
Facilities  
(Golden Griddle Restaurant)
- Statewide Bus Lines
- Fox River Bus Lines

• The nation's **FIRST** shopping center with an all-weather enclosed mall

• Thirty-six stores, businesses and services

• Convenient Shopping Hours —  
Open Monday thru Saturday 'til 9 p.m.  
(Several stores also open Sundays)

• Acres of free-parking

S. Memorial Dr.

"in fast growing Town of Menasha"



OHS, LHS Not So Lucky

# League All-Sports Title Won by WSU-O Titans

OSHKOSH — WSU-O enjoyed the finest year in its sports history while Oshkosh High School along with Lourdes High achieved only moderate successes during 1967.

Probably the Titans' most noteworthy achievement during the year was the success Bob White's cagers captured the coveted conference title with a 14-2 record and were 16-5 overall. The high point of their season was a dramatic 96-84 victory over Lakeland College in the NAIA district championship game. The game was decided on the strength of center Bruce Miller's 45-foot jump shot at the buzzer. Outstanding performers were Ron Hayek, who led the team in scoring with a 24.5 average and was picked as forward on the all-state small college team, and John Lallensack who led the team in rebounding and was picked to a second team berth on the all-state squad.

OHS proved many of the experts wrong as they finished second in the Fox River Valley Conference with a 12-4 record behind Green Bay West. The Indians were picked to finish as low as sixth place in the pre-season polls, but upset the prognosticators with their surprising showing. One of the chief reasons for the good OHS season was the performance of 6-5 center Jim Weber who proved valuable on both defense and offense and was first team all FRVC. He not only led the team in scoring with 300 points but was outstanding on defense and rebounded well enough to lead the Indians in that category. Another surprise for Coach John Erickson was the fine all round play by Bob Klenschmidt, the only returning letterman for the Indians. Klenschmidt's play also earned him an all conference selection.

## Lourdes Showing

Oshkosh Lourdes also fared well in the 1967 basketball campaign with a third place showing in the FRVCC. They finished the season with an 8-6 record behind perennial conference champions Appleton Xavier and provided Coach Larry Van Alstine with a respectable season. Randy Walters provided much of the impetus for the Knights as he led them in scoring and was picked on the all-FRVC second team.

WSU-O also captured the WSUC track crown as they outclassed the field with a total of 93 points.

Second place Whitewater finished a distance second as the Titan thriflads garnered firsts in five events and broke records in two. Myles Strasser led the record breakers with a toss of 50-7½ in the shotput which broke the old standard of 50-3½ set by Wally Winters of UW-M. Bill Oaks also set a record with a 13-10¼ jump in the pole vault which bettered the old mark of 13-9 set by his brother Bob in 1965. Fred Rath won two events for the

Titans with a leap of 6-4½ in the high jump and a 42-10 effort in the triple jump.

The OHS track team was dethroned as track champs in the FRVC as they finished second to eventual state champs Manitowoc. The Indians were led by pole vaulter John Oaks who leaped 12-6. Dennis Lewellyn also captured a first as he won the long jump with a distance of 21-1. Lewellyn also teamed with

## Oriole Grid, Basketball Teams Shine

Steve Groeschel Was Outstanding Athlete for NFDL

NORTH FOND DU LAC — A pair of second place finishes by the football and basketball teams and an individual champion in the state track meet highlighted an up-and-down sports season for the North Fond du Lac Orioles in the Scenic Moraine Conference last year.

Halfback Greg Becker led the football team to a 5-2 conference mark and a 6-2 overall record. A converted end, Becker gained 874 yards rushing and scored 60 points.

Coach Neil Cohn's team posted conference wins over Random Lake, Germantown, Kewaskum, Grafton and Slinger and a nonleague win over Gibraltar. They lost to Pewaukee and Campbellsport. Steve Groeschel and Kurt Urban paced the basketball team to a 12-1 conference record. Groeschel scored 404 points for a 21 point average and closed out his varsity career with a total of 977 points. Urban scored 338 points for a 17.8 average.

In tournament action, the Orioles were edged by Winneconne, 62-60, in the first game.

Urban also was a standout on the track field where he took first place in the discus at the state meet with a toss of 155 feet, 3 inches. He was also high point man on the track team for the year with 113 points.

Groeschel also made his mark in track and posted a fourth place finish in the state meet with a time of 52.1 seconds in the 440-yard dash. The 880-yard relay team took a fifth at state while setting a new school record for the event with a time of 1:35.5. Team members were Becker, Gary Triatik, Steve Bellmer and Dan Strizek.

An otherwise disappointing wrestling season was highlighted by the performance of Dick Averbeck who was conference and regional 95 pound champion. He won 17 consecutive matches before losing in the sectional.

In baseball the Orioles finished with a 3-8 record and were led by Groeschel with a 476 batting average.

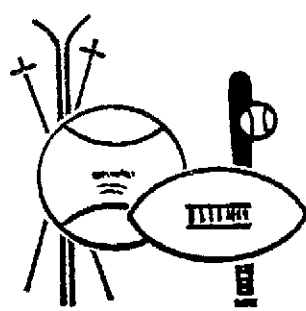
Mike Reterik, Larry Stenson and Bob Schaefer to win the 880 relay with a clocking of 1:34.

Although Lourdes High School's young track team finished a disappointing sixth in the FRVCC meet they had a fine 4-1 record in dual competition and showed promise for the 1968 season.

## OHS Problems

In football the OHS Indians continued to have their problems as they finished below 500 for their second straight year after being ranked No. 1 in the state in 1964 and 1965. Coach Harold Schumacher had the consolation that his team was still young and that he would have many returning lettermen. Another bright spot was the outstanding performance of all conference halfback Arv Johnson who led the FRVC in rushing with 654 yards.

WSU-O Titans came within a whisker of winning the WSUC football crown which was decided on the final day of the season when White-



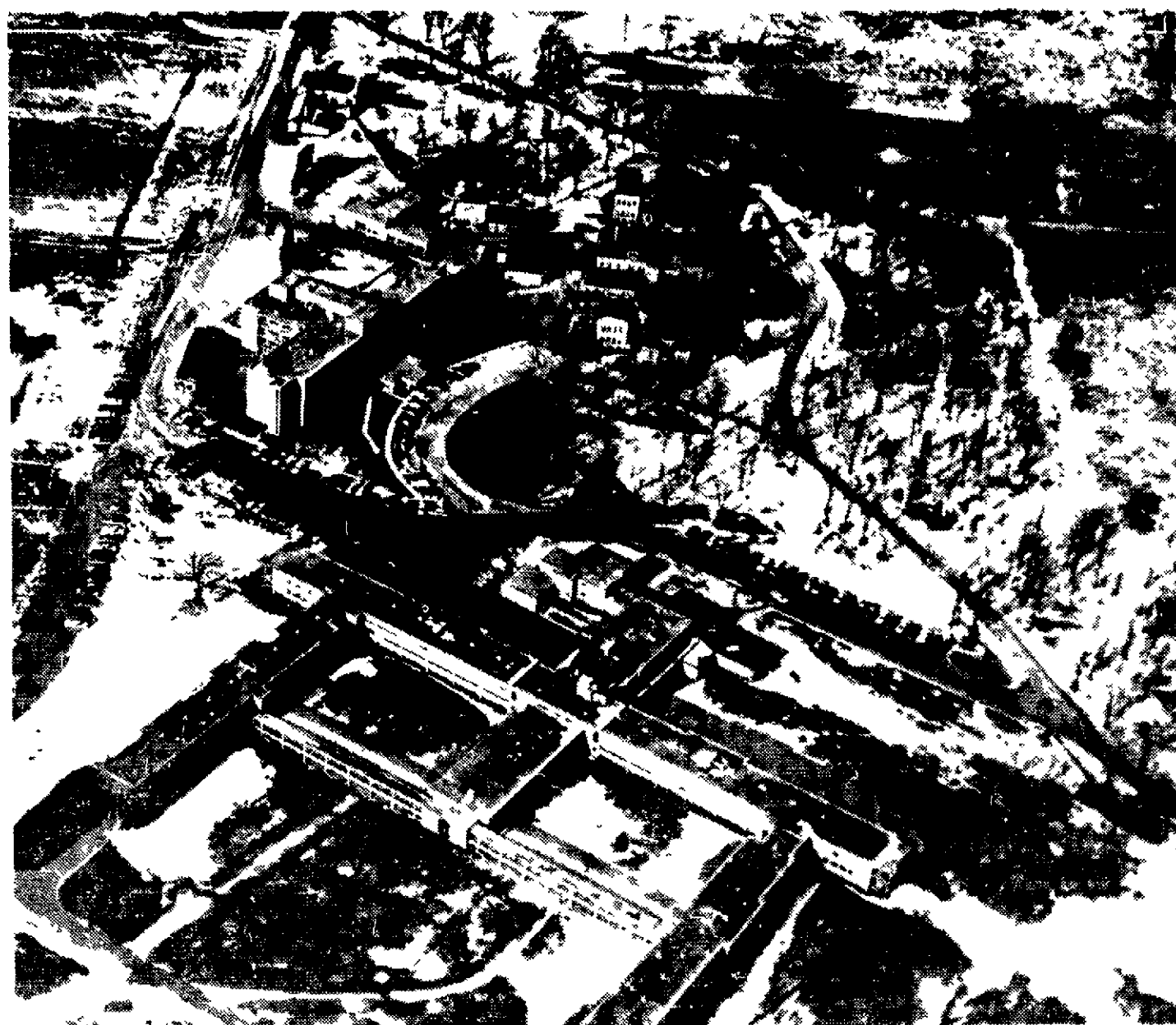
water State beat them 23-14. The Titans also placed five men on the all-star squad more than any other team in the conference. They were Myles Strasser, Dan Torrison, Claire Rasmussen, Frank Orzel, and Dick Faucette. Quarterback Jim Goeckerman also displayed good form and was named as the final Titan "player of the week" with a fine performance against Whitewater.

Although Lourdes finished the 1967 football season with a 3-4 record, Coach Larry Van Alstine was rewarded with the fine efforts of many of his younger players. Among them were Rick Purtell who garnered an all-conference selection and was named as team captain for 1968. Tom Nevers also was chosen to the FRVCC all-star team and missed being an unanimous selection by one vote.

## All-Sports Title

WSU-O tennis star Vilas Cakens became coach Jim Davies' third straight conference tennis champ as he defeated River Falls Craig Adleman 7-5, 6-0 in the WSU-C tennis finals. Cakens' standout play was enough to lead WSU-O to its second straight WSUC tennis crown.

The Titan golfers also captured a conference championship behind the sterling efforts of Rich Bachus and Pete Benson both of whom stroked 36 hole totals of 151. WSU-O's final total of 619 was 15



The New 250-Bed Pleasant Acres Home, which opened last fall, is pictured in the center left of the cluster of Winnebago County Hospital facilities.

The old home, slated to be razed, is to the right of the new home. In the lower portion of the photo is the county hospital. (Post-Crescent Photo)

strokes better than La Crosse State which finished second.

Oshkosh's Dan Bleckinger became Wisconsin University's fourth Big Ten singles champion in 57 years when he defeated Michigan State's Chuck Branard 8-6 and 7-5. Bleckinger who has won the Canadian Junior singles title and numerous Wisconsin events was the first sophomore in Wisconsin's history to win the Big Ten title.

OHS netmen finished in second place just one-half point behind Manitowoc in the 1967 FRVC tennis championships. The only victory the Indians attained was Sam Stecker's 6-4, 6-1 victory over Appleton's Jeff Brunch. The doubles team of Bob Leudtke and Craig Gibbs reached the finals in the tourney but were beaten by Manitowoc's Bork and Mertiz 6-4 and 8-6.

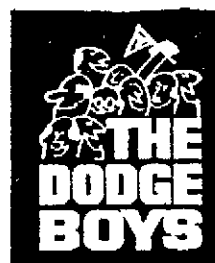
John Paulick of Lourdes led the Knights to second place in the FRVCC tennis crown as he won the singles title over Richard Johnson of Green Bay. Premontre 6-4, 6-8, 6-3. Lourdes' Rick Purtell and Jim Darneider finished second in the doubles competition.

OHS had its troubles in the 1967 FRVCC golf meet with a sixth place finish. Mike Guest turned in the Indians' best score in the meet with an 85.

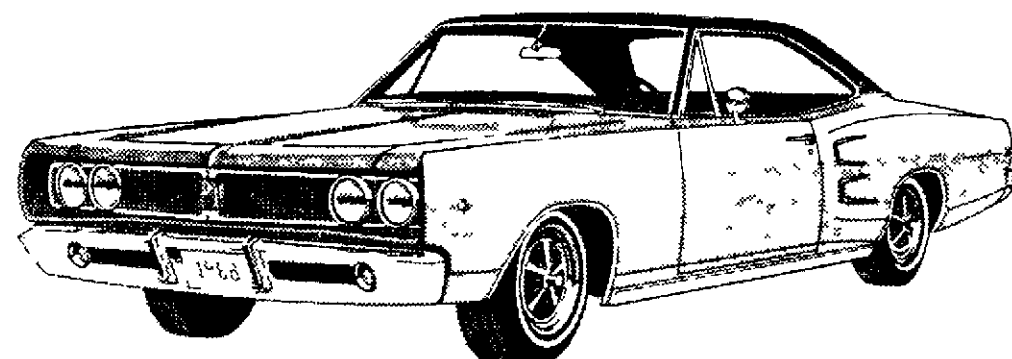
OHS took second place in the FRVC baseball race with a 6-6 record behind Fond du Lac High School. The title wasn't decided until the last day of the season when Fondy swept a double header from the Indians.

The WSUC 1967 all-sports title was captured by the WSU-O Titans who won conference titles in basketball, track, swimming, golf and baseball during the 1966-67 sports season.

## Progress in Style



## Progress in Performance



## Progress in Economy



dodge

1610 W. Wisconsin Ave., Appleton—739-6381

# WHBY

JACK RAYMOND

BOB LLOYD

JIM FISHER

JIM BETHKE

LEE THOMAS

JIM CHOUDOIR

SCOTT HOWARD

WES KOEFLER

ED SPOO

GEORGE MERKL

LEON GABRIEL

RAY BROCK

HEINZ

DANKWARDT

MARY LOU

LAUX

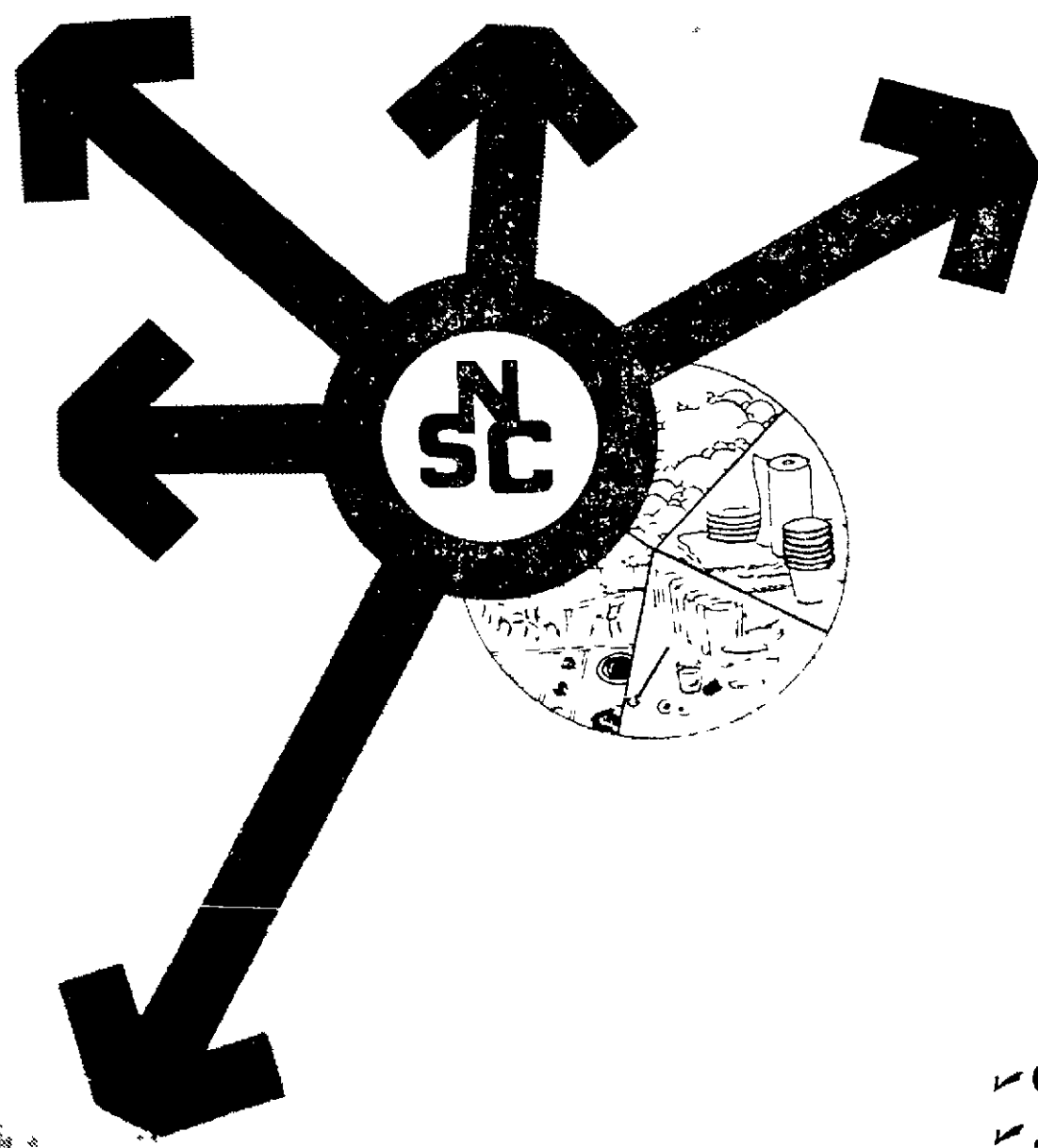
NANCY BOWE

BARBARA  
UMNUSDOLORES  
ZIEGLERTOM  
THOMPSONLEWIS J.  
PROCESS

People working daily at WHBY for the betterment of Radio and our community.

# WHBY

"1230 on  
Everyone's  
Dial"



Visit Our Distinctive Showroom Featuring a Complete Stock Selection Showroom and Warehouse: 1609-1621 W. Washington St., Appleton

# NORTHWEST SUPPLY COMPANY, INCORPORATED

COMPLETE SUPPLIERS FOR:

- HOTELS
- MOTELS
- RESTAURANTS
- TAVERNS
- SCHOOLS
- CLUBS
- CHURCHES
- HOSPITALS
- INDUSTRY

- China • Glassware • Ranges
- Dishwashers • Detergents
- Stainless Steel Equipment
- Bar Equipment and Furniture
- Paper Goods • Specialty Chemicals
- National Super and Kent Industrial Floor Machines & Vacuums
- Janitorial Supplies

- ✓ Complete Commercial Kitchen and Dining Room Planning Service
- ✓ A Skilled and Knowledgeable Staff to Assist You



# New Emphasis on Research

BY FRANK CHURCH  
Post-Crescent Staff Writer

OSHKOSH — Institutional and academic research financed through both public and private funds is growing rapidly at Wisconsin State University — Oshkosh, so rapidly that assistants will be added next year to the office responsible for coordinating research activities on campus.

Research proposals funded by government and private agencies during the 1967-68 fiscal year beginning in July already number 14, with total funds amounting to \$209,096. Projects during the 1966-67 fiscal year numbered 52 and accounted for \$300,018 in funds.

Dr. Maurice Kessman, director of institutional research at WSU-O, said he was "pleased" with the growth of research at WSU-O, but noted the university's "potential for research has just barely been realized."

Projected developments in research activities at WSU-O were outlined by Kessman shortly after he came to the university in fall of 1966, when he said, "We need more research to keep our potential developing at its normal pace."

## Research Arm

In noting WSU-O's intention to eventually provide "a research and development arm for the state" in the Fox Valley to help aid in the development of the area's economy, Kessman said:

"We will coordinate the development of our graduate school with the research function and step up our efforts to seek new levels of public and private support for research and graduate education."

Reflecting recent developments at the university, the 1966 report also noted that research activities will have

continuation of funds to develop a Fox River Valley Resource and Development Center.

Private funds total \$42,120 of this year's research grants. Among these are two grants from the National Science Foundation, one of \$32,470 for development of a summer institute in chemistry for secondary school teachers of math and science and another of \$2,000 for research in astronomy.

Another \$6,650 was received from the Technical Association of the Pulp and Paper Industry (TAPPI) for research related to paper production.

## State Funds

Direct state funds for research total only \$2,684 and were spread over five projects. Another grant of \$400 from the state, bringing the total to \$3,084, was awarded as a WSU-O President's Institutional Research Award for studies related to art

education at the university.

Of the research funds approved during 1966-67, about \$261,000 came from the federal government. Another \$20,969 came from the state board of regents, while most of the remaining funds came from private organizations such as the National Science Foundation (\$3,885) and Dow Chemical Co. (\$500).

Although state board of Regents' grants for institutional and faculty research has been low in years past, leaders have indicated the need for more in the future. Robert Polk, assistant director of the state university system, said recently that state universities must conduct more research activity to hold qualified faculty.

The state university system currently spends about 1 per cent of its total budget on organized research. Kessman said that WSU-O, which receives a large proportion of state university grants for research, will continue next year to seek further support.

## Research Areas

According to Kessman, four areas of research will be stressed at the university next year. These include develop-

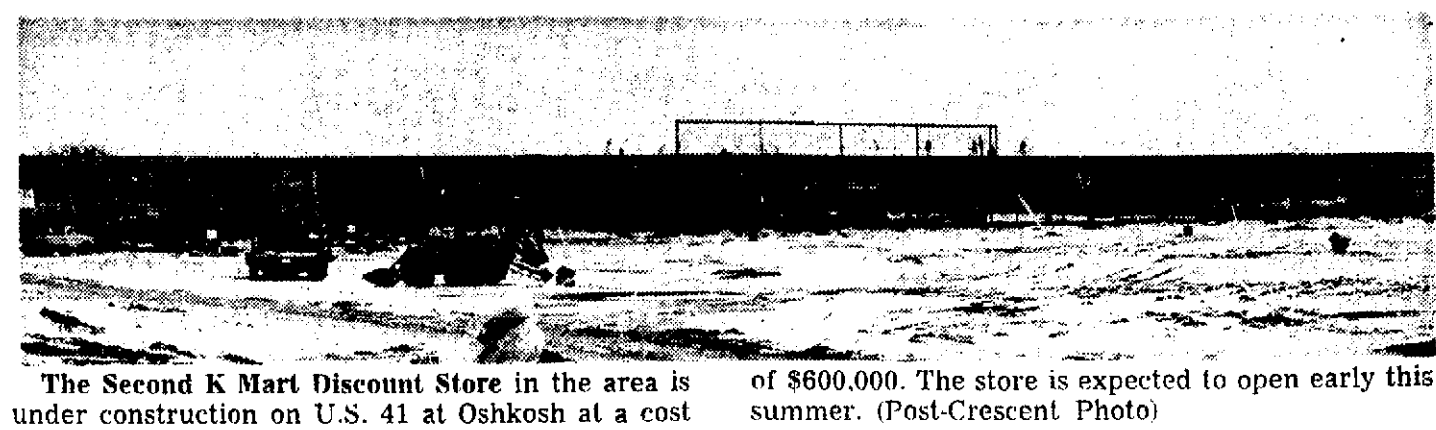
ment of programs in aquatic studies, reproductive physiology, solid state physics and the program for training teachers of the culturally disadvantaged. He noted these four areas as examples of efforts at WSU-O to develop total research programs along with individual research projects in the years ahead.

Program grants have not been received in the first two areas although research activity has begun and funds are being sought. The eventual goal in all four projects is to develop laboratory or other facilities for each program. Kessman said.

Kessman, in looking at the overall position of research faculty and student research at WSU-O, notes the growing desire of faculty to conduct research. As a result, the hope is to "find other areas in which to develop research programs like this in the future."

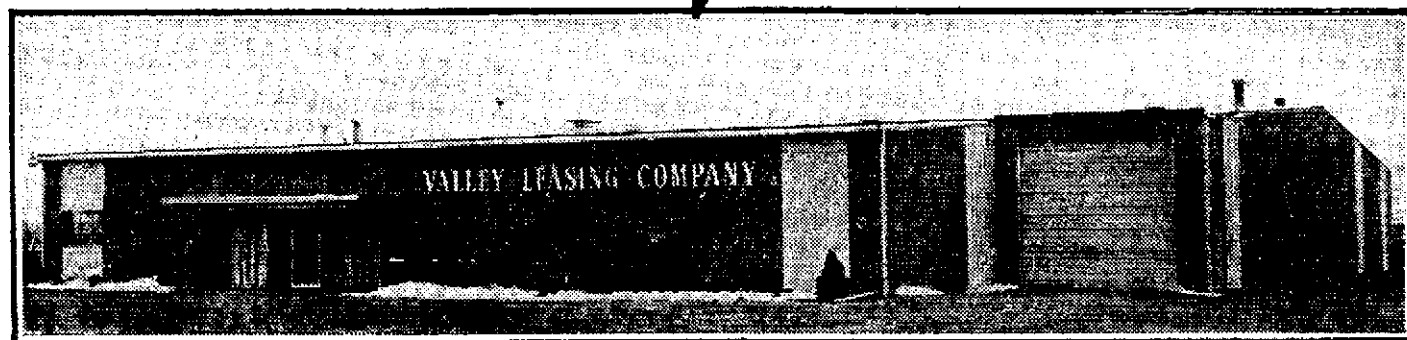
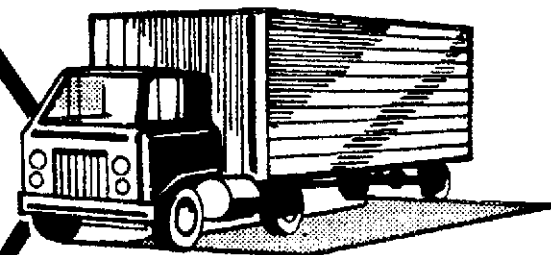
The growing graduate programs will accelerate this trend, he adds.

"Not only will they accelerate actual research development," he commented, "but it will attract more faculty members who are interested in doing research."



The Second K Mart Discount Store in the area is under construction on U.S. 41 at Oshkosh at a cost of \$600,000. The store is expected to open early this summer. (Post-Crescent Photo)

We supply everything but the driver . . .



## VALLEY LEASING CO.

TRUCK LEASING HEADQUARTERS  
FOR BUSINESS and INDUSTRY

TRUCKS — TRACTORS — TRAILERS

Call for Estimates — No Obligation

VALLEY LEASING CO.

3111 W. Wisconsin Ave.  
APPLETON

739-4458

GARAGES IN:

- APPLETON
- WAUSAU
- STEVENS POINT
- SHEBOYGAN

## Oshkosh Tax Hike Higher Than Average

City Still Below  
Neighboring Units  
Of Similar Size

OSHKOSH — This year's tax rate, equalized at \$27.83 per \$1,000 valuation, moved the Oshkosh rate from 15th to 12th place among state cities of similar size.

The rate remained comparatively lower here, however, compared to Appleton, \$29.09; Green Bay, \$28.17; Fond du Lac, \$35.84; and Sheboygan, \$32.80.

Assessed valuations here at 47.54 per cent of full value, increased \$9,686,325 to \$137,298,350 last year, but the gain failed to keep pace with rising expenditures and Oshkosh taxpayers saw the local tax rate jump 10 per cent from a net \$49.52 to \$54.50 per \$1,000.

Contributing to the increase was a reduction in state aids to schools, reduced because of an increased area valuation. Legislative action after budget adoption restored an estimated \$140,000 of the anticipated \$300,000 loss, too late to be applied to reduction of the tax rate.

## Teacher Salaries

School officials said that teacher salary contracts approved after adoption of the budget, exceeded estimates. The addition will be met by what is expected to be an excess revenue in state aids.

Councilmen adopted a general city budget totaling \$5,959,852, an increase of \$702,050, exclusive of the self-sustaining utility operations totaling \$1,054,900. County taxes went to \$893,336 from the \$745,315 paid last year. County school taxes edged upward from \$70,558 to \$73,097. The levy for area vocational schools went from \$267,982 to \$295,694.

Together, those segments of the 1968 budget total \$7,279,736, a combined increase of \$882,809 over the \$6,396,927 of last year.

The Oshkosh area board of education has a budget of \$7,131,681, based on early fall estimates of teachers' salaries and approved by councilmen and town chairmen of the area. That total is \$596,818 more than the 1967 budget, but the spread is expected to be considerably more when the impact of new salaries is determined.

The board's area recreation budget was approved at \$132,275, up about \$7,500.

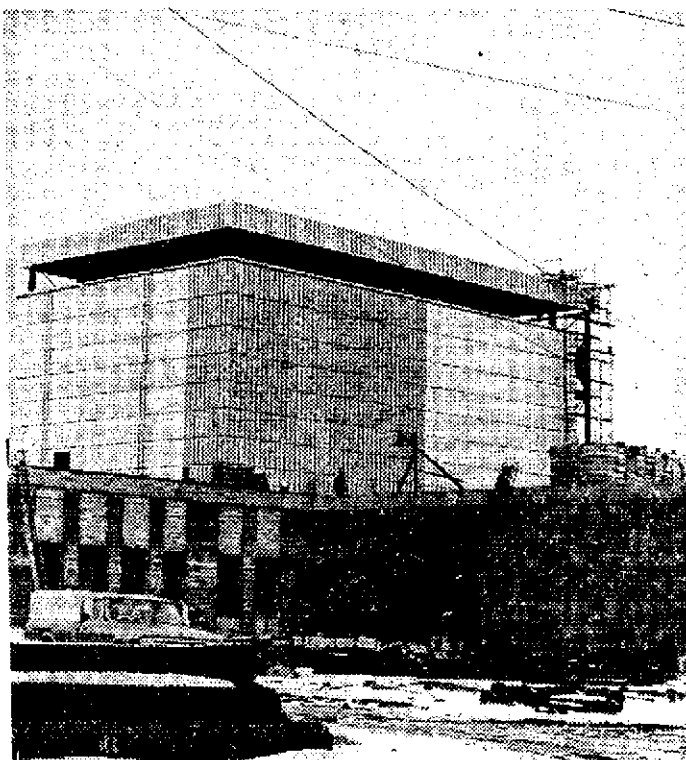
## Pay 80 Per Cent

Oshkosh represents about 79.8 per cent of the school district's equalized value and pays that portion of school and recreation levies. The city levy for these purposes this year is \$4,626,732 of the total \$5,795,600 school-recreation levy.

Other school receipts were estimated at \$1,452,856 in the current budget document. Recreation department revenues, other than tax levy, are estimated at \$11,500.

Oshkosh taxpayers will pay an \$8,037,446 total levy to support municipal and school expenditures, state and county taxes, a 17 per cent increase over last year.

General city operations require a \$2,090,830 share of the total levy, increased \$291,566 from last year. In addition, the city anticipates revenues of \$3,552,022 in state shared taxes and other income. Councilmen appropriated \$37,000 from other fund balances and used \$300,000 from unappropriated surplus to meet the budget bill for 1968.



Construction is Expected to be completed this summer on the new \$1.5 million municipal incinerator at Oshkosh. The facility is expected to handle the city's refuse and garbage disposal needs at least through 1990. (Post-Crescent Photo)

## The Pioneers of Ready-Mixed Concrete In the Fox River Valley Since 1938



SERVING THE FOX CITIES AREA

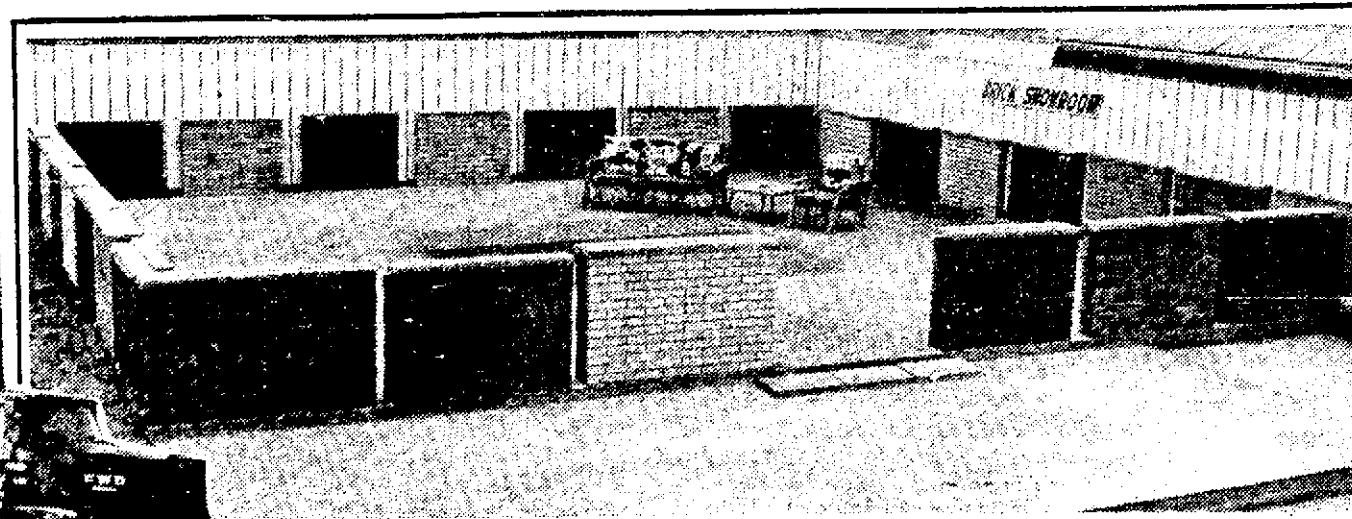
VALLEY READY MIXED  
CONCRETE CO.

Constantly striving to improve product and expand facilities is what made Valley Ready Mixed Concrete Company the leading source for ready-mixed concrete. Accurately proportioned materials in our most modern automatic batching plant assures that each batch of Ready Mixed Concrete is as specifically designed for the particular job . . . "Quality Controlled Concrete" DELIVERED WHERE YOU WANT IT . . . WHEN YOU WANT IT! no job too big . . . or, too small.

Here's New Important News to Architects,  
Construction Co's., Contractors, Home Builders . . .

The Fox Cities' First  
FACE BRICK "SUPERMARKET"

(Largest North of Milwaukee)



See Our OUTDOOR "BRICK SHOWROOM"  
and Our Indoor Heated Showroom

Exposed to the elements are 40 styles and colors of face brick in panels large enough for anyone to see how the brick will look after it is laid up.

See samples of "Exposed Aggregate Concrete" for use in: malls, sidewalks and patio floors . . . colored or plain.

• BRICKS IN ALL PRICE RANGES

• OVER 100 STYLES & COLORS

INDUSTRIAL • FARM • HOME • COMMERCIAL

Big Jobs or Small — We Handle Them All With Quality Controlled Concrete

2011 W. Wisconsin Ave. — 734-2695 — Appleton



to go hand in hand with development of the university's graduate programs towards better programs and staff.

"If we start by supporting faculty research interests now, we will begin development of our most important resources," he said while noting the graduate staff will more than quadruple between 1966-75 and go from 11.5 to 147 full time graduate staff members between 1966-81 if projected needs are met.

## Growing Programs

Along with the general trend among all universities towards institutional and academic research, other aspects of WSU-O's recent growth have contributed to the fantastic expansion of research activities.

Among these are the university's blossoming graduate programs, which promise to develop rapidly in the years ahead, and the increasing number of faculty at WSU-O holding doctorate degrees.

The growth in doctorate-degree holding faculty who "are interested in doing research in their fields and should be supported by the university" is one reason for the growth in research, according to Kessman.

The growing graduate programs will require more doctorate degree holders to staff the departments, while also necessitating research in program development in these areas.

Most of the funds received for research this year have come from the federal government, and Kessman said federal aid will be sought even more in the future.

## Federal Grants

Over \$163,000 of the \$209,096 received for research this year at WSU-O has come from the federal government. The grants include \$55,330 from the Office of Economic Opportunity for a pilot Head Start program, \$50,201 for a research program into methods of training teachers of the culturally disadvantaged, and \$9,361 from the Office of Education as a



President's Report  
WSU-O Makes Twofold Thrust

BY DR. ROGER GUILLES  
President, Wisconsin State  
University — Oshkosh

OSHKOSH — The forward thrust of WSU-O during the past year has been twofold. One emphasis was to step up the functions of research, graduate study and public service into a role appropriate to a major institution. The second effort is to continue to add strength to our traditional roles — excellence in undergraduate instruction and in the values of a student-centered university. Both aspects of this forward thrust are related to university goals as outlined in the 1966 report, "Definition — Academic Mission and Programs" which discusses the demonstrated need for a major university in the Fox River Valley.

Examples of major developments during the past year would include: (1) research grants and-or projects involving more than 10 per cent of the faculty (2) public service programs expanded through such groups as the Division of Extended Services, Fox Valley Curriculum Study Council, the Fox Valley Career Resource and Development Center, the School of Business Administration, School of Education and School of Nursing as well as through the consulting and research efforts of individual staff members (3) the opening of new graduate areas made possible by legislative action (4) the enrichment of the undergraduate program with 10 new major areas of study (5) further strengthening of the faculty, exemplified by the increasing number holding doctorates, which places WSU-O considerably above the national average (6) the acquisition of significant research — public service grants in such areas as Head Start and the study of securing teachers for culture.

Businesses Pay  
\$8 Million Taxes

Fox Cities industries responding to the Post-Crescent's survey questionnaire paid nearly \$8 million in real estate, personal property and revenue taxes in 1967, an increase of about \$1.4 million over 1966.

The total includes revenue taxes paid by utilities in lieu of property taxes.

Schools to Streets  
Varied Improvements  
Showcase Progress

FOND DU LAC — Although a new \$5 million branch of the State University System headlines the 1967 Fond du Lac community progress there are other signs that have less impact but nevertheless are indications of progress.

The city provided 51 acres for the university branch campus and is extending E. Scott Street to the site and extending its sewer and water mains to serve the campus.

Other improvements are improved streets, provisions for the elderly, school additions, improved recreation facilities, modern zoning, electrical, subdivision and housing codes and annexation.

To keep pace with a redeveloping downtown area a new \$1 million library is being constructed.

School Work

Improvements to the school system include a \$750,000 addition to Pier School, completion of a nearly \$1 million addition to Goodrich High School, and purchase of a 25 acre site for a third junior high school to relieve the overcrowding at the Woodworth and Sabish.

Throughout 1967 the housing authority worked toward establishing a low income housing development for the aged. In early 1968 the federal Housing and Urban Development approved \$2,235,000 to build a 19 story, 156-unit structure near the central area.

Also for the elderly, a senior center was started, again with the help of federal funds.

Metro District

A major development during the early months of 1967 was the city's successful opposition to the town of Fond du Lac's request for use of the city sewerage collection and disposal system.

Although the Department of

ally disadvantaged students and (7) the securing of an ROTC program.

Expand Efforts

Looking ahead to next year, we are directing our efforts to a continuation and expansion of the phases we have just mentioned. For instance, specific areas already being pursued or planned include (1) study of a central data information service to the Fox Valley area (2) honors programs (3) religious studies (4) study—abroad (5) international studies (6) senior seminars (7) increased provisions for research (8) a further development of standards for faculty appointment.

Undoubtedly, a graduate study is one area which will see rapid development during the next four years. One indication of this is the fact that our graduate enrollment this semester is about forty per cent larger than a year ago. The program is expected to expand rapidly, both in number of students enrolled and in breadth of program. Recent authorization to offer master's degrees in the several academic disciplines will enable the university to respond to the demand of many advanced students wanting such specialized preparation.

The expanding research program is expected to be accelerated. A highly qualified faculty, graduate studies, and the demands of a vital university each place a premium on research.

Need Support

Adult, or continuing education and public service promise to assume even greater roles in the future.

Of course, we are committed to improvement and development of old programs and the inauguration of new programs where the need exists. These things are both necessary and possible as the enrollment increases and faculty with special training are added. It goes without saying that fundamental to all of this is adequate support by the people of the State.

The increasing development of more graduate and research programs at WSU-Oshkosh is a natural and logical consequence of the university's evolution. This evolution is in turn, of course, a reflection of the large number of students choosing to enroll at WSU-O, educational planning and faculty development, along with an increasing demand for new and broader

programs by the people the university serves.

In the 1950's the institution emerged as a general purpose state college with a broad gauge curriculum. The result was, first of all, a curriculum capable of meeting a wide variety of student needs and, secondly, a teaching staff of considerable breadth of training.

Staff Improved

As WSU-O moved toward university status in the 60's staffing was accomplished at considerable depth, so that most departments have faculties with a high percentage of Ph. D's. Thus the institution is prepared to handle both graduate programs and research. At the same time, WSU-O has greatly enriched its undergraduate programs.

Because of emphasis on good teaching at all levels, there is no separate graduate staff at WSU-O. The typical faculty member with the earned doctorate may teach in a graduate class in his specialty in any given semester but at the same time he is teaching undergraduate classes. Or, if he gets relief time one semester for research, the faculty member will agree to carry a greater than normal teaching load in the next. Because the university has this kind of faculty (some 200 Ph. D.s, with each year seeing a higher percentage of doctorates being recruited) it is natural that more graduate and research programs will be stressed. These are the people who are capable of carrying on such programs.

Such growth in quality and quantity will undoubtedly have a strong impact in the Fox River Valley. More graduate programs will open more avenues for post-baccalaureate education to more people and at the same time will stimulate and carry along with it a greater development in adult and continuing education. More people will be able to get a wider variety of advanced degrees giving a decided impetus to the upgrading of managerial staffs in business and industry.

Resource Center

These developments should lead to an increasing role in public service through cooperation between the university

community and the various communities of business, education, industry, and government as research enters and explores existing conditions, needs, and opportunities. The Fox Valley Curriculum Study Council and the Fox Valley Career Resource and Development Center are already functioning as cooperative agencies.

The proposed Regional Data Library represents an effort to gather information from all segments of the Fox Valley regional complex so that almost any combination of factual information can be made readily available to any business, industry, government unit, or educational body that has need for it. Developments in the new Schools of Business and Nursing should also have widespread impact upon the region in the 70's.

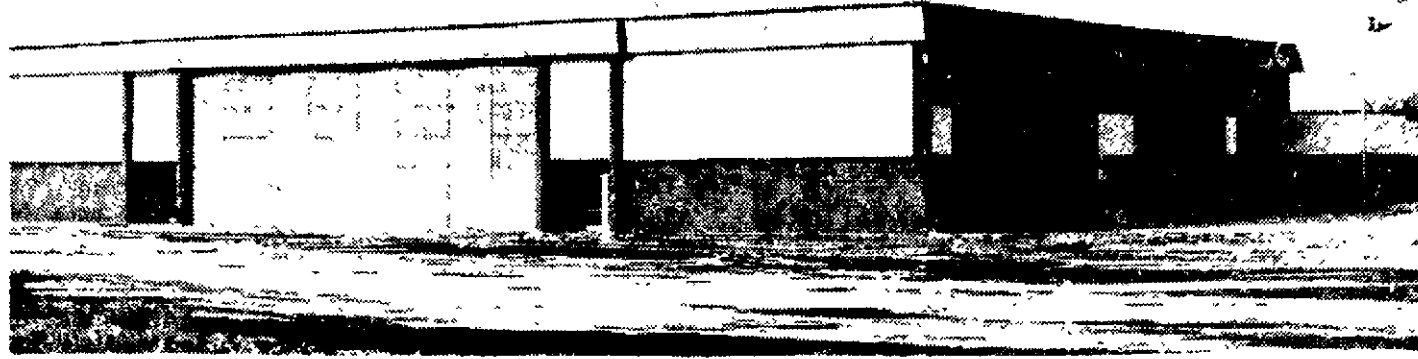
As a result the university should become both a resource, and a source for a wide variety of activities.

Student Unrest  
Nothing New,  
WSU Head Says

OSHKOSH — Dr. Roger Guiles, president, Wisconsin State University-Oshkosh, has indicated that student "unrest" on college campuses is not a new phenomenon and that it is not necessarily bad.

"First of all, we think that 'unrest' among young people is nothing new. All of us have gone through that stage where we were inquiring, experimenting and accepting or rejecting ideas. Unrest in the classroom — that is, an open and inquiring mind which examines ideas critically — is a valuable thing to learning and to society.

"Certainly unrest that is allowed to 'run rampant' has adverse effects upon the individual and the university community. This sort of behavior has and will continue to receive the most serious consideration of the university. This concern is evident in the rather thorough codes formulated for and printed in our student handbooks over the past three years. Since we all live in a world which is constantly changing, our policies on student conduct are also of an evolving nature. Thus, constant evaluation will undoubtedly continue."

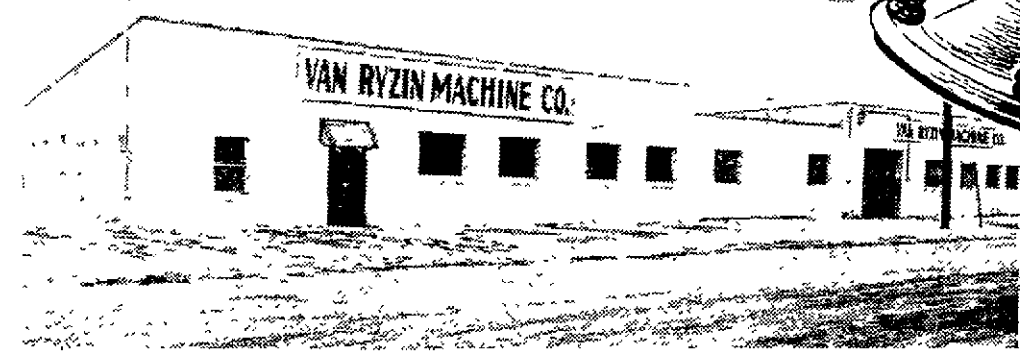


Perry Tipler Junior High School, named after the former superintendent of schools, was opened at Oshkosh last fall. Costing \$1.5 million, the new

school enabled junior high school classes to be moved out of Roosevelt Elementary School. (Post-Crescent Photo)

Serving the  
Paper Industry  
For 48 Years

Established 1920

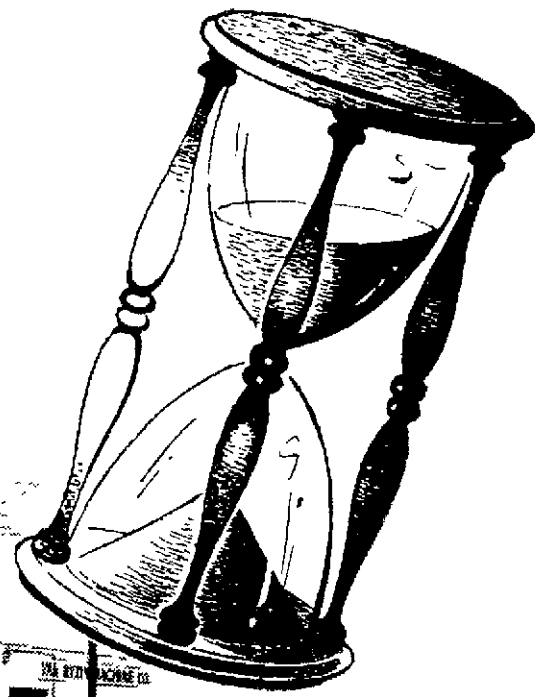


10,000 SQ. FT. OF FLOOR SPACE

Van Ryzin  
Machine Co.

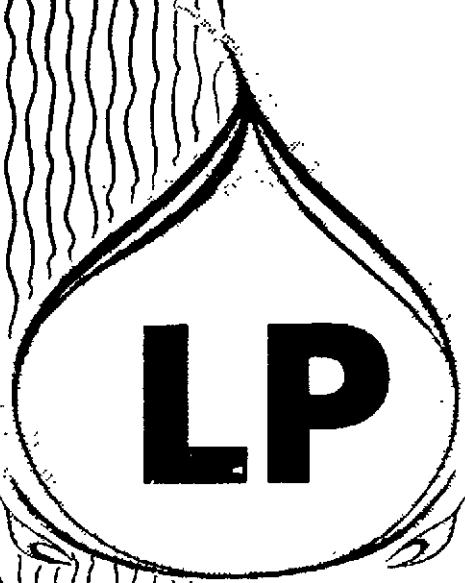
1520 W. Haskell St.

Appleton



- Custom Machine Work
- Roll Manufacture
- Machine Developers and Builders
- Fabricating and Welding
- Roll Grinding
- Slitter and Knife Sharpening

the power of progress...



LP Gas

Wherever Your Location

"APCO" and PHILGAS

Provide You Complete LP Gas Service

Fast Radio-Dispatched Re-Fueling Service

Wherever your business or industry is located, you too may have the benefit of our prompt service to all customers whether large or small.

Fast Radio-Dispatched  
Repair Service

We service all kinds of LP gas equipment. Cleaning, installing, modifying... everything humanly and scientifically possible in up-to-date service can be expected by our old or new customers wherever they live.

Our LP Gas Plant with 78,000 Gallons Capacity and 10 Delivery Trucks is Waiting to Serve YOU!

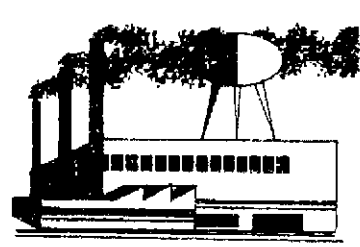


Over a Quarter of a Century of Service

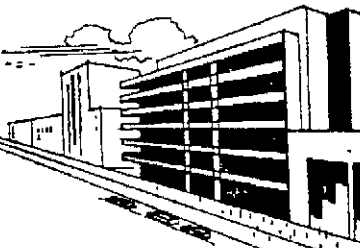
Appleton Appliance Co.

2315 East Newberry (Kimberly Road)

733-6608



FOR INDUSTRY



FOR BUSINESS



FOR THE HOME



FOR THE FARM

- METAL CUTTING
- FORK LIFT TRUCKS
- HEATING
- TRUCK FUEL
- HOT WATER
- COOKING
- MANY OTHERS

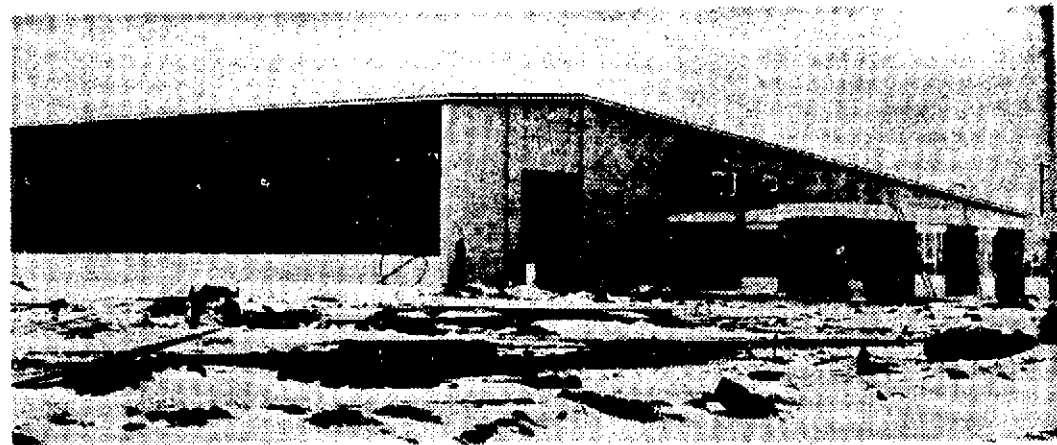


# Valley Wages Continue to Top State-Wide Average

Sunday Post-Crescent H 7  
February 25, 1968

## Outagamie Port Expected to Rate Among the Top

By the end of 1968, Outagamie County officials feel facilities at the airport for traffic will be comparable to almost any other airport in the state, with the exception of a control tower. A request for a tower has been made but construction is expected to be a number of years away because of limited federal funds for that type of facility.



Pine-Ihrig Machine Co. is constructing a new manufacturing plant on Waukau Road south of Oshkosh at an estimated cost of \$175,000. The firm's

present plant is being vacated for development of Park Plaza Shopping Center. (Post-Crescent Photo)

CONTINUED FROM PAGE 1  
number of hours worked decreased from 46.2 to 44.9 per week.

In Appleton, the work force went from 7,700 in 1966 to 7,800 and the average weekly wage from \$115.93 to \$118.49. The hourly wage stood at \$2.78 at the end of 1967 compared to \$2.64 in 1966 and the number of hours worked dropped from 43.8 to 42.7.

### Oshkosh Drop

Oshkosh saw a decline in the manufacturing labor force of 700 employees, from 9,500 to 8,800. One of the factors believed responsible was a slowdown in national sales of products for which Oshkosh firms produce parts.

The average hourly wage increased from \$2.57 to \$2.67 but the average work-week dropped from 43.6 to 41.7 hours, resulting in a reduction

in the average weekly wage from \$112.10 in 1966 to \$111.33. A. P. Engbretson, manager of the local State Employment Service office, said that based on sketchy information, 1968 appears to be a duplication of 1967 with an irregular pattern. While employment was up last year, unemployment also

showed an increase in the last two months of the year, he said, because of the expanding labor force.

He added that the construction trades are predicting a slower spring and early summer than a year ago — not that there will be unemployment but only that there will

be less of a shortage of skilled workers. Engbretson said they also have not been able to detect a trend in hiring of summer help. Some firms, he said, have put in requests for as many summer workers as in the past while others have reduced their requests.

MANUFACTURING EMPLOYMENT

	Employees		Average Weekly Wage		Average Hourly Wage		Average Hours Worked	
	1966	1967	1966	1967	1966	1967	1966	1967
Appleton	7,700	7,800	\$115.93	\$118.49	\$2.64	\$2.78	43.8	42.7
Neenah-Menasha	12,300	12,700	134.75	136.73	2.92	3.05	46.2	44.9
Fond du Lac	6,000	6,700	116.55	130.21	2.77	3.06	42.1	42.6
Oshkosh	9,500	8,800	112.10	111.33	2.57	2.67	43.6	41.7
Fox Valley Average			\$121.53	\$124.00	\$2.74	\$2.90	44	43
State Average			\$120.66	\$123.05	\$2.87	\$2.99	42	41.2

## Oshkosh Business Invests \$2.5 Million in Facilities

OSHKOSH — This city's commercial and business community consolidated gains of the previous year during 1967, pausing in self-improvement operations to evaluate the effect of promised new traffic patterns, off-street parking, and the start of a multi-million dollar shopping complex.

The downtown did acquire a new restaurant, King's Table, 313 N. Main St., where a \$100,000 remodeling utilized a former dress shop in the heart of the area.

Julie Ann Fabrics moved three blocks south from a former cramped location into one of the most attractively restored buildings in the downtown district. The move may be typical of the future as existing stores jockey for locations closer to or in the planned new shopping complex.

Commercial and industrial interests invested some \$2.5

million in new and remodeled facilities throughout the city last year.

Miles Kimball Company, promoters of the new Park Plaza complex, razed 18 of some 22 industrial buildings in an 18-acre area along the Fox River. The clearance is in preparation for construction of contemporary buildings to house a variety of shops and service establishments, including two major department stores.

While some business looked southward, Dahl Motors left the central city for the Murdock Ave. commercial area, constructing a \$400,000 sales and garage building at Beach Street. The company's two properties off Main Street have been acquired for public off-street parking.

Other N. Main Street improvements included a \$28,000 addition to Hoffmann Firestone Company, 640 N. Main; a Kentucky Fried Chicken

restaurant and drive-in at 900 N. Main for \$16,000; and a small office building at 726 N. Main for \$24,000.

A \$290,000 Community Services Center is soon to be occupied a block east of the central business district.

Along Murdock Ave., some 12 blocks north of the CBD, commercial development continued.

John Stadtmueller built a \$27,000 car service center. An office and shop addition to Lakeside Auto Sales cost some \$2,500, and an American Oil Co. service station required a \$25,000 building permit.

On the city's west limits, along U.S. 41, a \$600,000 K-Mart complex of 104,000 square feet of floor space is building with an opening expected next fall. Miles Kimball Company is moving the Krümenauer Company from the Plaza area into a new

\$33,000 building on the west outskirts.

Copp's Department Store put on an \$18,000 addition. A new Shakey's Pizza Parlor will cost \$50,000 and a new service station will add to the highway development. Dickenson Avenue, west of 41 acquired the Jameson metal fabricating shop in a \$23,000 building. O & L Corp. occupied a new \$58,000 building.

There were developments along the north end of Bowen Street last year, too. Doctor's Park added a new \$45,000 building, a motorcycle sales and service firm expanded and Badger Concrete Company put up a \$16,000 building in its complex.

Along Jackson St., the year brought a \$57,000 addition to Medalist Industries and a building addition to D&M, Inc., a real estate firm.

Manufacturing plants, moved from Park Plaza, began occupying sites in the industrial park on the city's far south side. Pine Ihrig is building a \$165,000 plant at 555 Waukau Road; D-K Electric's new building at 2665 Oregon St., required a \$45,500 permit. T & S Tobacco Company, 2855 Oregon St., added a warehouse and office for \$84,000.



# AWNINGS

## and Canvas Products Are Our Business!

**FOR THE HOME:**  
Awnings, Door Canopies and Patio Covers of Canvas ... Fiberglass and Aluminum. Wood Slat and Canvas Porch Shades.

**FOR INDUSTRY . . .**  
Canvas and Nylon Tarpaulins, Welding Booth Curtains, Truck Tarpaulins, Loading Door Enclosures, Canvas Specialty Items.

**FOR SPORTSMEN . . .**  
Boat Covers and Enclosures, Tent Sales and Rentals, Trailer Awnings and Room Enclosures, and Specialty Items.



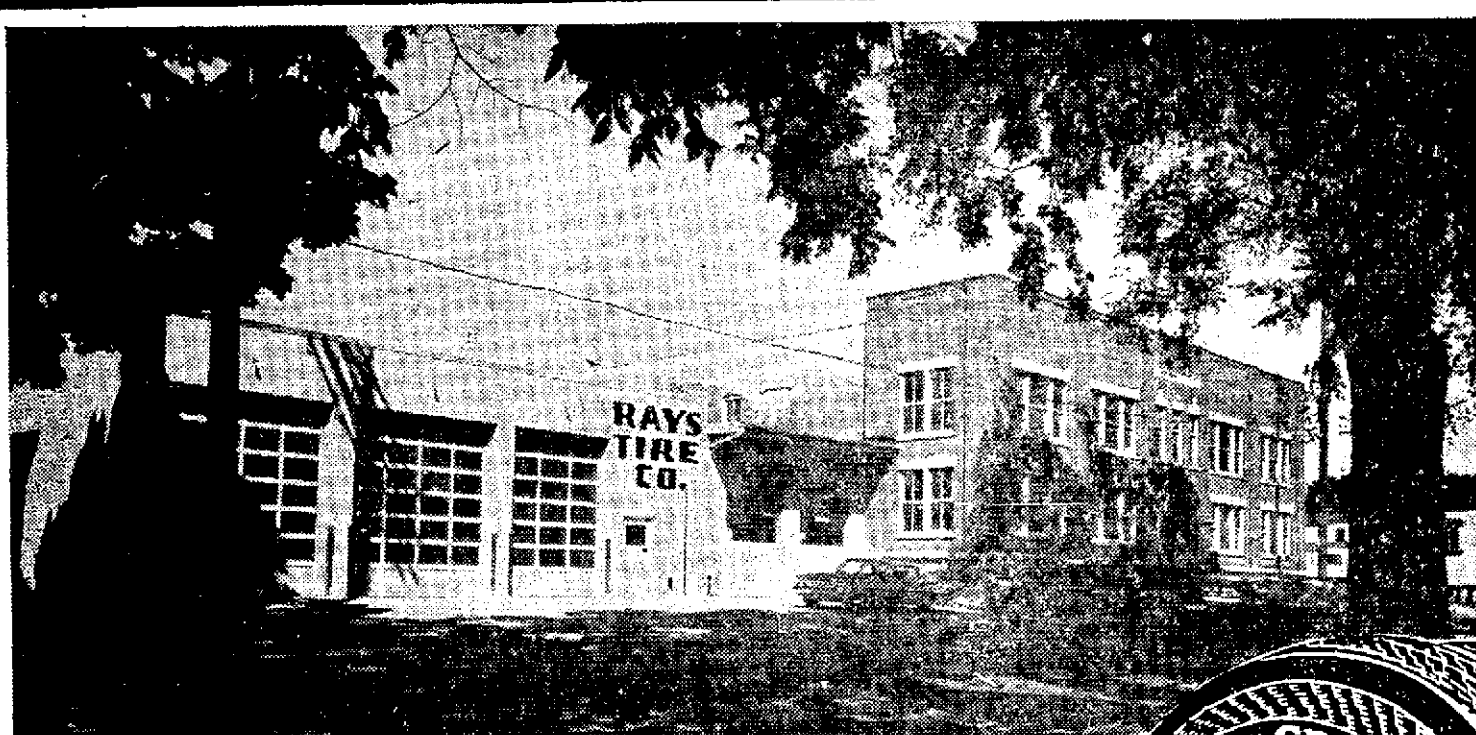


# APPLETON AWNING SHOP

200 N. Richmond St. • Established 1922 • Phone 733-4701

"If Made of Canvas, We Make It!"

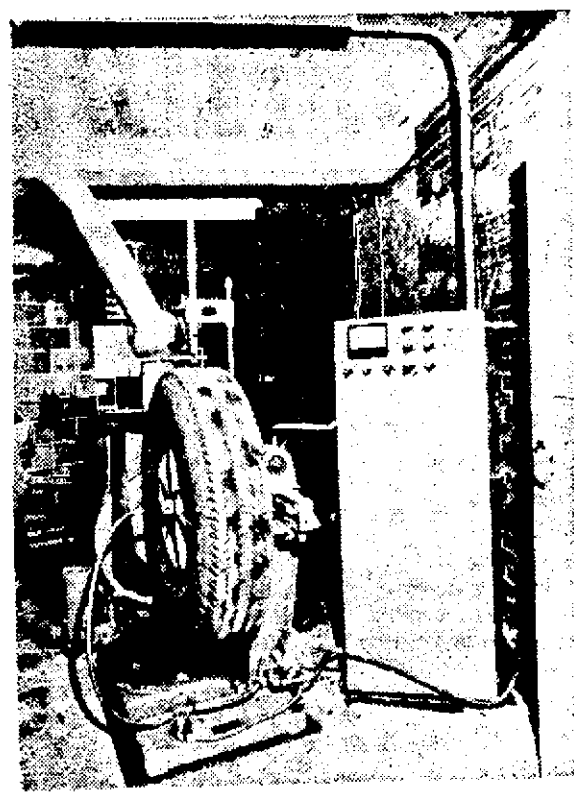
# "There Is No SUBSTITUTE for SAFETY"



**RAY'S TIRE** Always Strives to Bring You the best product . . . constantly keeping your safety on the road in mind . . . and utilizes the latest techniques available today for truly modern tire service.

IT'S NICE to know this is appreciated by so many Fox Cities Folks!

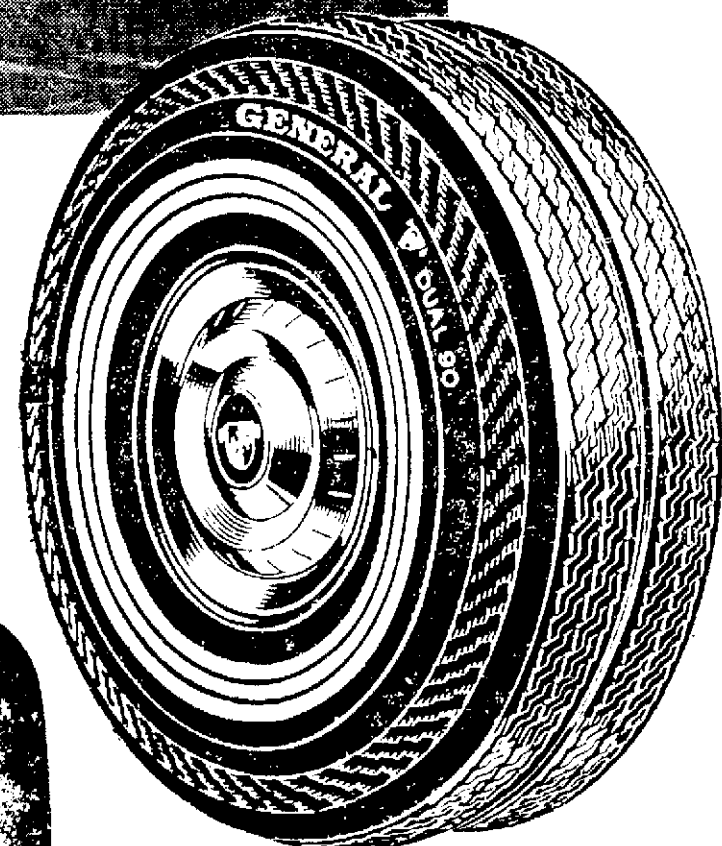
## Electronic RETREADS Produced at RAY'S!



(Factory-method retreads applied to your sound tires or safety-inspected casings.)

The Nielsen Precision Buffer machine, (left) as used in our tire re-capping department. Modern equipment makes quality recaps and tire repairs a certainty at RAY'S.

With our electronic Orbitread equipment (right) a continuous ribbon is automatically wound around and around the circumference of the casing until a complete splice-free tread is formed, assuring excellent balance and adhesion for trouble-free miles of driving.



## WE PARTICULARLY LIKE:

- ★ Handling GENERAL Tires — built with excellence and integrity.
- ★ Dealing with the nicest tire customers to be found—anywhere.
- ★ Working with our 12 dependable local, full-time employees.



RAY PLAMANN

AND  
GENERAL TIRES



*Ray Plamann*

# RAY'S TIRE COMPANY

531 N. Morrison St.  
APPLETON

Madison at Pine St.  
GREEN BAY

PRIVATE/INDUSTRIAL/COMMERCIAL  
Tire Sales & Service





The New Oshkosh Community Center, building which will house United Fund agencies is nearing completion on Ceape Avenue. Built at a cost of about \$200,000, the new offices

replace the Hooper Memorial Building on Algoma Boulevard as the United Fund headquarters. (Post-Crescent Photo)

## Industrial Firms Expand In Fond du Lac

FOND DU LAC — The industrial climate in and around Fond du Lac continued on an upward trend during 1967 with many of the area's major industries seeking a labor supply to man plants that were expanded.

The Wisconsin State Employment Service reported that all industries were experiencing difficulty in filling skilled, supervisory and managerial positions.

In-city industrial expansion was led by the city's major employer, Giddings and Lewis Machine Tool Co., as they announced plans to spend nearly \$1 million on additions to their existing facilities.

### Combine Plants

With the aid of a street closing the firm was able to start construction to combine their two plants on W. Johnson Street. City officials vacated a portion of N. Military Road to aid the company in their expansion plans.

The company also continued to increase the plant size and capabilities at the Davis Division where it manufactures and develops its electrical division.

The Damrow Brother Co., which manufactures large steel tanks, has announced

plans to expand their Western Avenue plant and has asked the city to reroute a street to allow the expansion.

Another major area industry, Kiekhafer Corp., announced two major developments during 1967. First was an addition to its main plant located in the town of Fond du

Lac on U.S. 41.

The other was the addition of a snowmobile to its line of products. The company, a leader in marine propulsion products, manufactured the snowmobiles on a limited basis during 1967 but plans are for a better market saturation during 1968-69.

The city of Fond du Lac, in an effort to encourage new industries to locate here, has developed an industrial park in the southwest section of the city. Two industries have already located there, Wright Brothers Paper Box Co., and

Gateway Transportation Co. Two more have expressed an interest in purchasing property within the park. One of these is the United Parcel Service which will be building a \$20,000 warehouse and office.

## WSU-O Seeks New Fields, Faculty in Prestige Quest

OSHKOSH — Wisconsin State University — Oshkosh's goal to become a third major university in the state has received added impetus this year through an expanding curriculum and an improved faculty.

One of the most impressive advances is the increased number of teaching faculty holding doctorate degrees. This trend is related to the university's intention of instituting graduate programs in several fields and its goal of becoming a top rated university.

Of the 53 full professors, 52 hold doctorates. Last year, 44 of 47 professors held doctorates.

Associate professors holding doctorates also increased this year, with 71 of 81 holding such degrees. The number last year was 57 of 68.

### Total Rises

Assistant professors holding doctorates number 93 of 204 (45.6 per cent), while the total last year was 84 of 197 (42.6 per cent).

The total faculty of 554, including faculty assistants and others, 221 (40 per cent) hold doctorate degrees. Excluding faculty assistants, the percentage rises to 42.5 per cent.

This is an increase over last year, when about 193 out of a total faculty of 508 held doctorates, or 37.9 per cent.

Individual departments within WSU-O with the highest percentage of staff holding doctorate degrees include art, 72.7 per cent; chemistry, 78; economics, 80; history, 91; music, with degrees similar to doctorates, 74.5; philosophy, 88.8; political science, 93.3; and sociology and anthropology, 86.6.

### Show Increase

All of these departments except chemistry, where the percentage was also 78 last year, showed an increase in the percentage of doctorates over last year. The university has also applied for graduate programs in all of the departments except philosophy, sociology and anthropology.

Departments with the lowest percentages of doctorates include library, none; mathematics, 19.3 per cent; men's physical education, 21.4; and audio visual, 25 per cent.

The only one of these departments showing an increase was mathematics, which jumped from 6.6 per cent. This is also the only one of the four departments where WSU-O has intentions of developing a graduate program.

Overall, the trend towards more doctorate-holding faculty at WSU-O will "continue to increase for a number of years," according to Dr. Sherman C. Gunderson, vice president in charge of program development and staffing.

### New Positions

Gunderson said approximately 60 new faculty positions would be filled in 1968. Allowing for turnover, 100 new faculty members will probably be hired, and most of these (35) will be for the letters and science department.

Along with improving its faculty, WSU-O has also broadened and improved its curriculum in a continuing effort to turn away from a

### New Appleton East Has Capacity of 1,500

The new Appleton East High School includes a three-story circular academic wing, a two-story fine arts area and the physical education and industrial arts section.

The school has 71 teaching stations and a total enrollment capacity of 1,500. Cost of the entire complex was \$5.2 million.

strictly teacher-education oriented university to one offering a wide range of courses in many fields.

New majors and minors offered by WSU-O in 1967-68 were in German and men's physical education. New majors added include management, music therapy and personnel.

Applications for major and minor programs in other fields which are currently at various stages of approval by the state Board of Regents and the Coordinating Committee for Higher Education (CCHE) are in microbiology and public health, urban affairs, journalism, philosophy, earth science and nature interpretation.

Applications for a graduate school of social work, a masters degree program in art and science in teaching have also been submitted for approval.

### Nursing School

The school of business administration and the newly-established school of nursing witnessed substantial growth in 1967.

Enrollment in business administration increased from 877 to 1,244. The first year of

program, which will include seminars leading to a BA honors degree.

Gunderson said the honors program would be established in each division of the letters and science department, which include science, social science and humanities.

The Urban Research Bureau is currently in the process of approval by the university and will be headed by Dr. Milan Vuchich of the economics department.

Gunderson said the bureau would do research into the area's urban environment for both public and private concerns willing to pay a relatively small fee for the information needed in a variety of areas.

The bureau will also provide for graduate research training and on-the-job training for government and business employees taking part in the program, Gunderson said.

### Police Field

A police administration program will be established following Board of Regent and CCHE approval and will lead to a police administration certificate after completion of a two-year study program.

The university already offers two courses for approximately 50 people now enrolled.

"We hope to expand the program considerably, and are looking for additional staff members and specialists right now," Gunderson said. "The main idea behind it is to offer a police administration certificate, which we do not offer now."

WSU-O is also planning to offer a year's study at an African university as part of the African studies program, which offers a program minor now.

Gunderson said the study abroad will be related to but separate from the program minor. Proposed date for initiation of the program is Sept., 1968.

operation for the school of nursing, which was approved in 1966, saw 155 students enroll this year.

Both departments will grow substantially in 1968, according to Dr. Gunderson. The school of nursing will add five members to its current staff of six in 1968, and seven more will be added in 1969.

"The program will expand rapidly in the number of students and faculty and courses offered," Gunderson said.

The school of business administration will also expand, Gunderson said, and the university is also thinking of applying for the establishment of a graduate program in the field.

### Expand Scope

Another fast-growing university program in 1967 was the Division of Extended Services, which more than doubled its enrollment.

More than 8,000 took part in the division's credit and non-credit programs during the year. This is an increase of over 5,000 over last year. Both programs were expanded in scope.

Four new programs are also being prepared by the department of letters and science for initiation this fall. These include a religious studies program, honors program, and urban research bureau and police administration.

The university has approved and is now looking for a person to head the religious studies program which, Gunderson said, would start with two or three courses and eventually expand into a major and minor program.

### Honors Program

The honors program will "hopefully" be started on a trial basis in 1968, Gunderson said. As now planned, a student who has completed his freshman year with a 3.2 grade point average will be eligible to take part in the

## DO YOURSELF A FAVOR... ALWAYS DRINK THE Fox Cities' FAVORITE Beer...

PURE, GOLDEN, DELICIOUS

# Adler Brau

Brewed by Brewers for Beerdrinkers

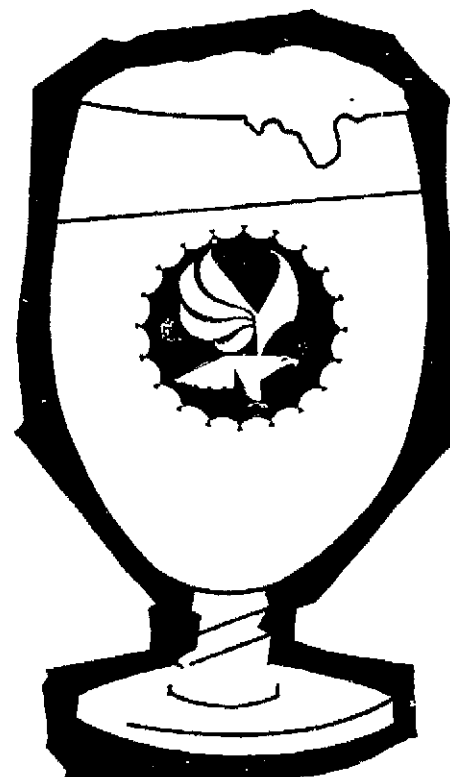
By the Friendly Folks at the...

GEO. WALTER BREWING CO. APPLETON, WISCONSIN

Also Brewers Of:

Eagle Brew  
Lite Beer

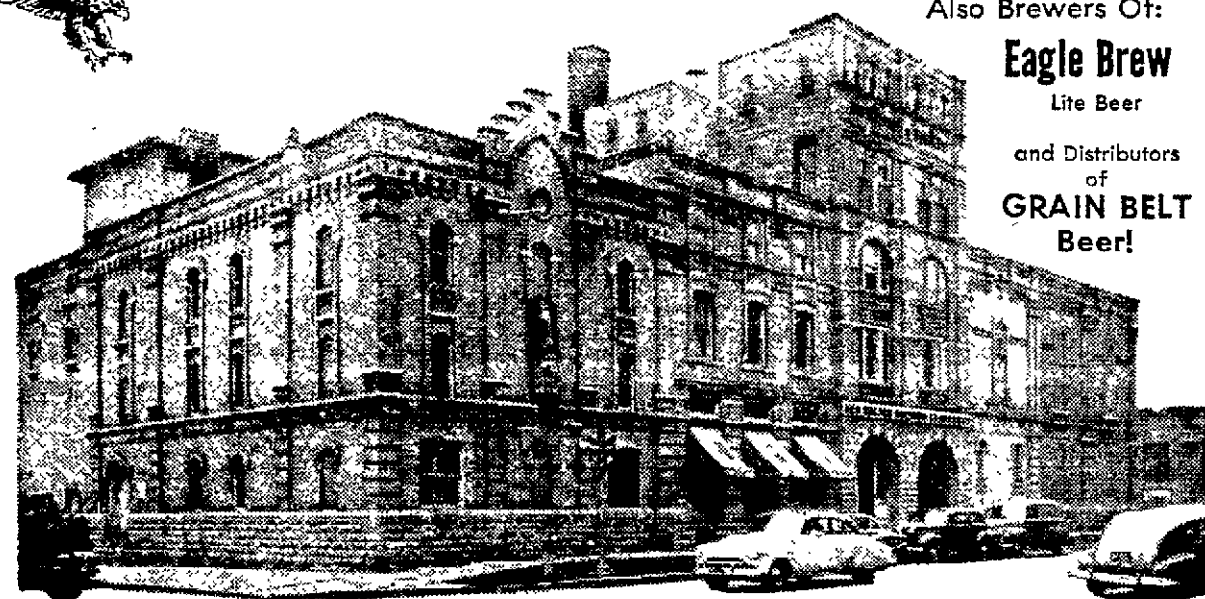
and Distributors  
of  
GRAIN BELT  
Beer!



### DID YOU KNOW

That in 1967, Adler Brau:

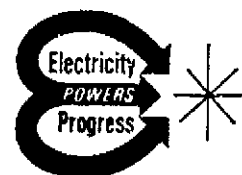
- Employed 38 Local Workers?
- Paid \$240,000 to These Employees in Annual Wages?
- Paid Over \$294,000 in Taxes (Including Excise Taxes)?



## ELECTRICITY CREATES A BETTER LIFE... in a growing community

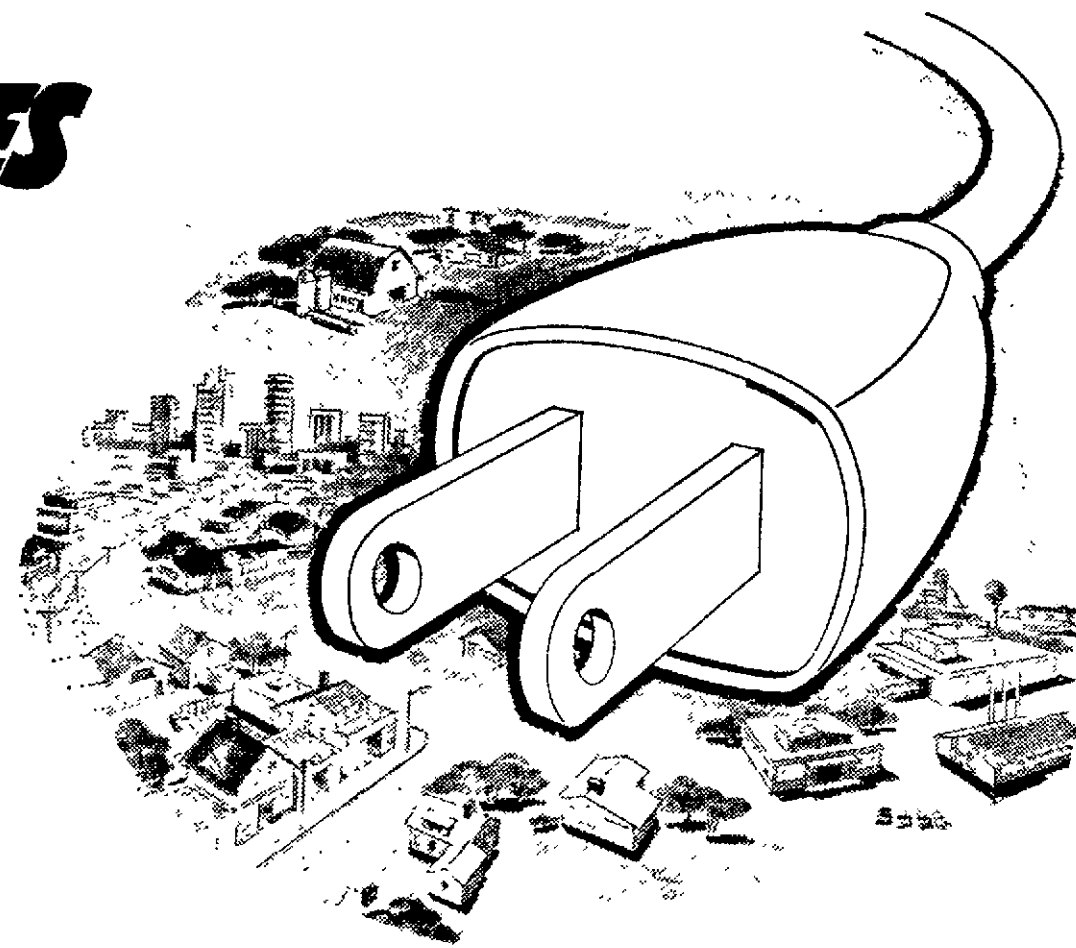
The wonders of electricity will never cease! On the farm, in the city... in your home... in business and industry... electricity is everywhere, working to make life better for all of us and for our community. Our goal is to make certain that you will always be able to enjoy the many advantages of electricity.

It has been our pleasure to serve Appleton and the Fox Cities for over 25 years, making your life a better one by serving your electrical needs. It has been a distinct privilege in which we take great pride.



COMMERCIAL • INDUSTRIAL • RESIDENTIAL

# Superior Electric Co.



## Larger Jobs We Have Recently Completed

or are currently working on:

- Appleton Memorial Hospital Addition
- Kohler Residence Hall—Lawrence University
- YWCA Community Center—Neenah
- Aid Association for Lutherans
- General Office Building
- Treasure Island Addition
- Brilliant Iron Works Plant Remodeling, Brilliant, Wis.
- Nursing Care Facilities—Grand Army Home for Veterans, King, Wis.
- Theda Clark Hospital Addition





New Corporate Offices for the Morgan Co. in Oshkosh were completed late last fall on the corner of W. Sixth Avenue and Oregon Street,

across from the plant. Offices formerly had been located in a portion of the plant building. (Post-Crescent Photo)

## If WSU-O Vanished?

OSHKOSH — What would happen if approximately \$38 million in available money were taken out of the Oshkosh economy? That is what would happen if Wisconsin State University - Oshkosh suddenly vanished.

The \$38 million figure is what Garner Horton, WSU-O's coordinator of public information, estimates is the university's economic impact on the community in 1967-68. And, it will continue to grow if WSU-O's projected expansion is realized.

A large portion of the \$38 million estimate includes money the university contributes to the local economy through operating expenses, both direct and from operation of university related facilities such as the Reeve Memorial Union. That portion is \$13.79 million, Horton estimates.

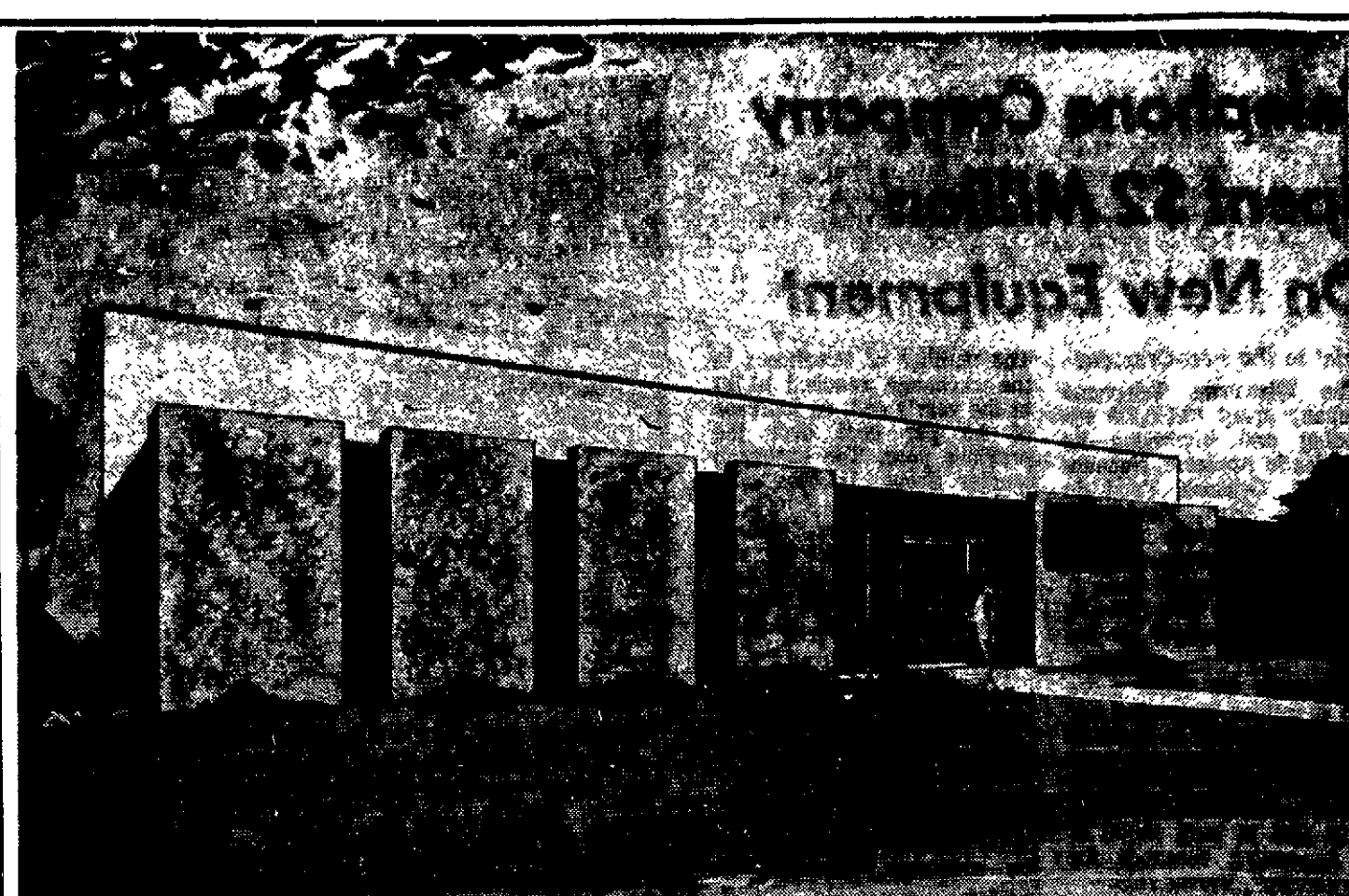
A lot of university funds also go into the community through construction of new buildings. In this category, Horton estimates \$13.7 million will be expended in 1967-68, much of which goes as payment to local firms and labor.

The money spent on university faculty and civil service employe salaries has risen since last year to a present figure of about \$6.8 million. Of this, \$5,591,584 goes towards the salaries of 563 faculty members, while \$1,248,505 is paid to 257 civil service employes.

A modest estimate of student expenditures in the community during the year amounts to just over \$3.7 million, based on an estimated expenditure of \$400 per student. Horton also allowed \$500,000 in expenditures by the many parents and others who visit the university and spend money during the year.

The total figure of just over \$38.6 million means that university and university-related money totaling about \$16,000 finds its way into the Oshkosh economy every hour of every business day.

It also means that about \$770 is expended for every individual (based on 50,000 population) in the community.



## ALL SYSTEMS ARE GO . . .

. . . for our new Milwaukee area office and warehouse. It will never leave the ground. But it will rise 22 feet from a "pad" over 25,000 square feet. It will house Wisconsin's finest paper and packaging products.

Growth signifies an ability to provide greater value and service. If that's what it takes, we'll grow some more. We're dedicated to both, and have the people who can deliver. You can depend on that!

## UNIVERSAL PAPER CORPORATION

APPLETON  MILWAUKEE

MEMBER OF APPLETON CHAMBER OF COMMERCE

## U.S. 41 Bridge Major Project \$11.1 Million in Highway Work Finished by State Last Year

BY BILL KNUTSON  
Post-Crescent Staff Writer

Butte des Morts bridge construction and the U. S. 41-State 125 interchange project near Appleton accounted for a major share of the near-record \$11.1 million highway work completed last year in State Highway Commission District 3, which includes much of the Fox River Valley.

L. W. Empey of Green Bay, District 3 highway engineer, said although the past construction season in the 12-county zone was off to a slow start because of unfavorable weather, it was "one of the most successful from the standpoint of progress and completion of work that can be noted during the last 10 years."

The \$11.1 million total value of work performed on 250 miles of highways in the district last year fell about \$700,000 short of the 1966 total for 313 miles, which was a record high.

Road work also set brisk paces in those parts of Districts 2 and 4 lying in the Fox Valley area.

D. L. Cronkrite, District 4 engineer at Wisconsin Rapids, cited two major projects in Waupaca County last year, while District 2 jobs in Fond du Lac County amounted to an estimated \$1.4 million, according to District Engineer S. T. Banaszak, of the Waukesha office.

### 1968 Plans

Highway improvement plans for 1968, including continuation of 1967 jobs, also were revealed by the three state road officials.

Fox Valley area counties included in Empey's district are Brown, Calumet, Outagamie, and Winnebago.

Of greatest significance in District 3 last year was initial work on the U. S. 41, Lake Butte des Morts bridge. Empey explained that favorable fall weather allowed work on the completely new \$3 million fixed span to push ahead of schedule.

Most of the fill work as well as abutment and pier work is completed on the southbound (west) section, which is expected to handle two-lane

traffic by November. Contractors have been working on the southbound lanes since July. Upon completion of the west sector, work will start on a northbound (east) span of identical structure. The second span is expected to open late in 1969.

### Bridge Plans

The Butte des Morts bridge, when completed, will handle four lanes of traffic, uninterrupted by draw bridges, 30 feet over the lake. Empey estimated that \$875,000 in grading and structural work was completed on the west span last year.

Another major 1967 project, Empey said, was the \$1.7 million U. S. 41-State 125 interchange a mile west of Appleton. The job is expected to be completed by fall. About \$410,000 of work was completed last year.

Empey outlined other major 1967 road work in his sector of the Fox Valley:

— Resurfacing of U. S. 10 and State 114 for 6.4 miles, at a cost of \$936,700. Plans are to

Turn to Page 13, Col. 1



# pennies do count. . .

## FAMOUS BRANDS FRIENDLY SERVICE FINEST SELECTION

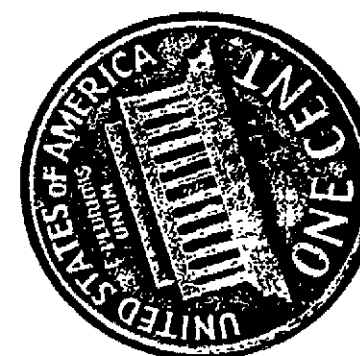
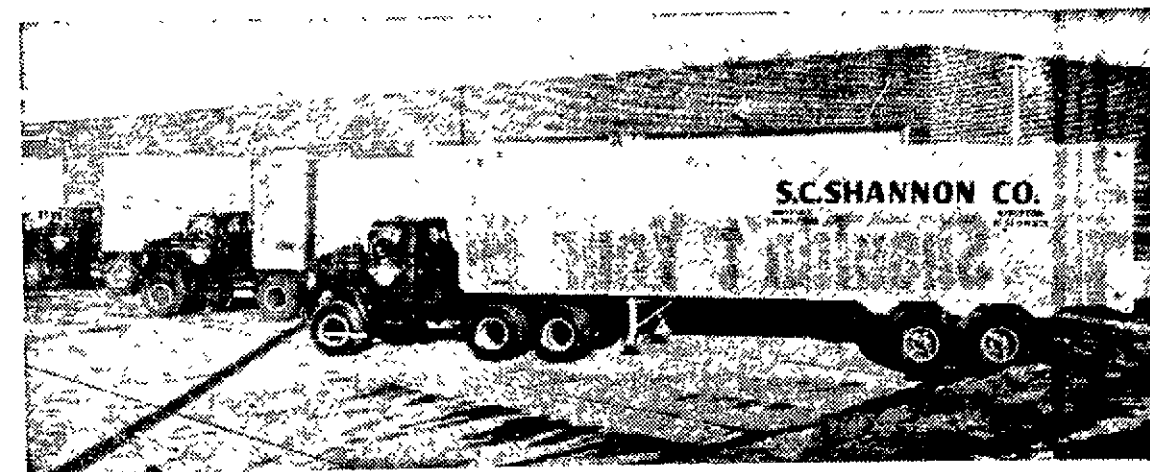
For Savings That Count . . . Shop  
Your Independent Super Savings  
Stores Supplied by the  
**S. C. SHANNON CO.**

Featuring . . .  
**BETTER BRANDS FOR LESS**

**S. C. SHANNON CO.**

Appleton, Wisconsin

You can be SURE that the Super Savings Markets throughout Wisconsin will always be FIRST with the MOST.





OPEN DAILY 10 TO 10 — SUNDAY 11 TO 6



# K mart

A Division of the S. S. Kresge Company with Stores throughout the United States, Canada and Puerto Rico



SUN., MON., TUES.

*While Quantities Last.*

## 3-Day Coupon Discount Sale

<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>100 WATT LIGHT BULBS</b> <b>2 for 27¢</b> Our Reg. 2 for 41¢ <b>LIMIT 2</b> 3 Days Only Inside Frost Household Light Bulbs —Electric Dept.—	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>RELOADABLE FLASHCUBES</b> <b>1.37</b> Our Reg. 1.77 <b>3 Days Only</b> <b>LIMIT 1</b> Amplex reusable cube and 12 AG-1 bulbs. —Camera Dept.—	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>PLASTIC WASTE BASKETS</b> <b>88¢</b> Our Reg. 1.37-1.77 <b>3 Days Only</b> <b>LIMIT 1</b> Plastic baskets in decorative colors. Round or square. —Midway—	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>BOYS' SPORT SHIRTS</b> <b>1/2 OFF</b> Values to 2.88 <b>3 Days Only</b> <b>LIMIT 3</b> Permanent Press, long sleeve — entire stock. —Boys' Wear—	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>KEY WOUND ALARM CLOCK</b> <b>1.88</b> Our Regular 1.96 <b>3 Days Only</b> <b>LIMIT 1</b> Save on Westclox bedroom clock now.
<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>MEN'S DRESS SHIRTS</b> <b>2.94</b> Our Reg. 3.94 <b>3 Days Only</b> <b>LIMIT 1</b> Permanent press, checks, stripes, new selection. —Men's Wear—	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>REEL and CAN SET</b> <b>30¢</b> Our Reg. 52¢ <b>3 Days Only</b> <b>LIMIT 2</b> 200 foot size, standard or super 8. —Camera Dept.—	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>MR. BUBBLE</b> <b>23¢</b> Our Reg. 37¢ <b>3 Days Only</b> <b>LIMIT 1</b> 12 oz. box new improved bubble bath. —Health and Beauty Aids—	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>MEN'S HANDKERCHIEFS</b> <b>63¢</b> Pkg. Our Reg. 88¢ <b>3 Days Only</b> <b>LIMIT 3 Pkgs.</b> Package of 10 white handkerchiefs. —Men's Wear—	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>DENIM JEANS</b> <b>1.97</b> Our Reg. 2.97 <b>3 Days Only</b> <b>LIMIT 2</b> Soft, brushed, blue. Men's sizes 28-38. —Men's Wear—
<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>Women's, Misses' BAL SNEAKERS</b> <b>1.44</b> Our Reg. 1.88 <b>3 Days Only</b> <b>LIMIT 2</b> Full cushion arch, 12 1/2 to 4, 5 to 10.	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>HI-FRY COOKER-FRYER</b> <b>5.99</b> Our Reg. 7.27 <b>3 Days Only</b> <b>LIMIT 1</b> Cooker-fryer with glass top and basket. Model M-200. —Appliances—	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>ASSORTED HASSOCKS</b> <b>3.88</b> Our Reg. 5.88 <b>3 Days Only</b> <b>LIMIT 1</b> Choose from round, rectangular or square hassocks. —Furniture Dept.—	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>LICORICE BITES</b> <b>43¢</b> Our Reg. 68¢ <b>3 Days Only</b> <b>LIMIT 1 Bag</b> 2 lb. bag, black or red. —Candy—	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>G-E CAN OPENER</b> <b>8.33</b> Our Reg. 9.86 <b>3 Days Only</b> <b>LIMIT 1</b> General Electric electric can opener, model EC-18. —Appliances—
<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>MEN'S SPORT SHIRTS</b> <b>1/2 OFF</b> Our Reg. to 3.68 <b>3 Days Only</b> <b>LIMIT 3</b> Long sleeve, permanent press, entire stock. —Men's Wear—	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>HOOVER VACUUM BAGS</b> <b>44¢</b> Our Reg. 77¢ <b>3 Days Only</b> <b>LIMIT 1 PKG.</b> Package of four vacuum bags fit most models. —Appliances—	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>SCOTCH MAGIC TAPE</b> <b>18¢</b> Our Reg. 32¢ <b>3 Days Only</b> <b>LIMIT 1</b> Scotch magic tape is invisible on the job. —Stationery Dept.—	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>WHITMAN COLORING BOOKS</b> <b>8¢</b> Our Reg. 24¢ <b>3 Days Only</b> <b>LIMIT 2</b> Children's coloring books. Many to choose from. —Books—	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>LISTERINE MOUTHWASH</b> <b>72¢</b> Our Reg. 98¢ 20 oz. <b>3 Days Only</b> <b>LIMIT 1</b> Family size, 20 oz. mouthwash.
<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>Raycine Hair Clipper Set</b> <b>4.97</b> Our Reg. 7.14 <b>3 Days Only</b> <b>LIMIT 1</b> 11-pc. set with instruction book.	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>PLASTIC TUMBLERS, MUGS</b> <b>9¢</b> Our Reg. 18¢ <b>3 Days Only</b> <b>LIMIT 4</b> Sculptured translucent plastic, 14 oz. tumblers, 12 oz. mugs. —Patio—	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>"OCTOPUS" SOAP HOLDER</b> <b>18¢</b> Our Reg. 32¢ <b>3 Days Only</b> <b>LIMIT 1</b> Soap holder has suction cups on both sides. —Hardware Dept.—	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>KITTY LITTER</b> <b>23¢</b> Our Reg. 38¢ <b>3 Days Only</b> <b>LIMIT 2</b> Track-proof, absorbs, deodorizes, for cat sanitation. —Pet Dept.—	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>IMPORTED CANNED HAM</b> <b>86¢</b> Our Reg. 1.17 <b>3 Days Only</b> <b>LIMIT 1</b> Green Tree ham imported from Holland. —Delicatessen—
<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>K MART 9-VOLT BATTERY</b> <b>13¢</b> Each Our Reg. 21¢ <b>3 Days Only</b> <b>LIMIT 1</b> For use in transistor radios.	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>HERSHEYETTES CANDIES</b> <b>44¢</b> Our Reg. 67¢ <b>3 Days Only</b> <b>LIMIT 1</b> Candy covered chocolate candies, 1 lb. net weight. —Candy Dept.—	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>K MART "D" BATTERIES</b> <b>2 for 9¢</b> Our Reg. 2 for 18¢ <b>3 Days Only</b> <b>LIMIT 1 PKG.</b> Package of two D cell batteries. —Checkouts—	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>15 GILLETTE SUPER BLADES</b> <b>1.27</b> Our Reg. 1.57 <b>3 Days Only</b> <b>LIMIT 1 PKG.</b> Famous Gillette Super Stainless Steel blades. —Checkouts—	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>Women's SOFT "SKIMMERS"</b> <b>2.00</b> Our Regular 2.97 <b>3 Days Only</b> <b>LIMIT 2</b> Round toe. Black, blue, brown, 5-10.
<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>MEN'S ORLON STRETCH HOSE</b> <b>44¢</b> Our Reg. 68¢ <b>3 Days Only</b> <b>LIMIT 2 PR.</b> Elastic top, men's sizes. —Hosiery—	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>SUMMER BLONDE</b> <b>38¢</b> Our Reg. 64¢ <b>3 Days Only</b> <b>LIMIT 1</b> Summer Blonde hair spray, regular or hard-to-hold. —Health & Beauty Aids—	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>BULK CHOCOLATES</b> <b>37¢</b> lb. Our Reg. 57¢ lb. <b>3 Days Only</b> <b>LIMIT 1 LB.</b> Choose chocolate stars, bridge mix or chocolate covered peanuts. —Candy Dept.—	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>LADY VANITY MIXER</b> <b>5.22</b> Our Reg. 6.94 <b>3 Days Only</b> <b>LIMIT 1</b> Merit Lady Vanity 3 speed hand mixer. —Appliances—	<b>K MART COUPON - CLIP and SAVE</b> While Quantity Lasts, Feb. 25, 26, 27 <b>TRAVEL ALARM</b> <b>3.33</b> Our Reg. 3.96 <b>3 Days Only</b> <b>LIMIT 1</b> Jet age style in tan, red, black, alligator, brown. —Jewelry—

Shop and Save at K mart Every Sunday From 11 to 6

2400 WEST COLLEGE AVENUE



## Telephone Company Spent \$2 Million On New Equipment

Special to the Post-Crescent

The Wisconsin Telephone Company spent \$2,053,725 expanding and improving its facilities in Appleton, Neenah-Menasha, Oshkosh, Fond du Lac, Van Dyne, Kaukauna, Little Chute, New London, Waupaca and Hortonville during 1967, according to Gene J. Barras, Northern Division Commercial manager for the firm.

"Although we spent more than \$2 million improving and upgrading service in these 10 communities during the past year, we plan to further expand and improve our service in 1968 to keep ahead of the increasing demands for new service," Barras said.

The largest construction expenditure in the 10 exchanges was in the Appleton-Hortonville area where the company spent \$717,225. Barras said \$279,700 worth of central office switching equipment was installed in Appleton during the fall. The division manager said the company also installed \$114,000 of telephone cable in the exchange during the year. A 60-foot microwave tower atop the company's downtown office will go into operation next summer. Construction cost of the tower is \$85,000.

In Hortonville the company spent \$24,000 on a 500 square foot addition to the central office at 209 Hill St. The addition was completed in August.

### Install Cables

Cable installation projects totaling \$74,900 highlighted company activities in the Neenah-Menasha exchange.

## Electricity Sales Show Steady Trend

### Power Production Index of Economic Growth, Stability

Post-Crescent Madison Bureau  
MADISON — The sale of electric power to Wisconsin consumers continues to grow. The production of power is one of the indices commonly employed by economists to measure economic trends and industrial and other growth in a locality or a region.

According to an estimate by experts of the Wisconsin public service commission, which regulates public service corporations and tabulates statistics on their generating capacity and sales, the distribution to Wisconsin customers in 1967 reached about 19,147,000 kilowatt hours, and total generation amounted to 19,592,000 kilowatt hours.

The total is about twice that which was recorded a decade earlier, and is nearly four times the total reported in 1950.

The total generation was about 4.4 per cent higher than in 1966, which was a somewhat smaller gain than that made in 1966 over 1965, but it was a substantial one nevertheless and is regarded as one of the encouraging signs of progress in the Wisconsin economy.

The number of telephones in the exchange reached 24,781 at the year's end, an increase of 2.5 per cent over the previous year. The exchange handles about 114,000 calls daily.

Switching equipment valued at \$47,200 was installed in the Kaukauna central office last May. A \$43,000 cable project in the exchange was completed in November.

The company also began installation of \$41,000 worth of switching equipment in the Little Chute central office during 1967. When completed, the project will add 400 new subscriber lines and 400 additional telephone numbers to the exchange, according to Barras.

Demands for service brought the number of telephones in Kaukauna at the end of the year to 6,154, an increase of 3.4 per cent over 1966. About 28,000 calls are handled daily by the exchange. Little Chute had 5,176 phones at the end of the year, a 2.9 per cent increase. The exchange handles 26,000 calls daily.

### Toll-Free Service

Construction projects totaling \$86,900 highlighted activities of the company in the New London and Waupaca exchanges during 1967. Switching equipment valued at \$29,500 was installed in the Waupaca central office early in the year. Installation of \$26,000 worth of cable established toll-free service between Waupaca and Scandinavia.

Barras said \$12,100 worth of switching equipment bolstered facilities in New London. Total phones in New London reached 3,677 at the end of the year, an increase of 3.6 per cent. The exchange handles 14,000 calls per day. In Waupaca the number of phones totaled 4,189, an increase of 8.6 per cent. The exchange handles 13,500 calls daily.

He reported that in the Fond du Lac exchange, the company spent \$361,700 on construction during 1967, the largest being a \$195,100 addition of new switching equipment in the company's central office.

The number of telephones in the Fond du Lac exchange showed a sharp increase over 1966. "This was due to the acquisition of rural telephone service which previously had been served by the General Telephone Company," Barras said.

The number of telephones in the exchange at the end of the year totaled 25,269. The exchange handles about 115,000 calls daily, the division manager stated.

In the Oshkosh - VanDyne exchanges Barras said the company spent \$657,800 on construction projects. An addition to the company's central office building, a new one-story garage and service center were built at a cost of \$386,000.

### 'T-I Service'

Almost \$100,000 worth of switching equipment was installed in the Oshkosh central office, 315 Algoma Blvd., while \$40,000 worth of underground telephone cable extended and bolstered service in the exchange.

The number of telephones in Oshkosh reached 31,226 at the end of the year, an increase



Giddings and Lewis Co. completed a major addition at Fond du Lac last year after controversy over closing

Military Road was resolved. The addition is part of the firm's main plant on E. Johnson Street.

of 5.1 per cent over 1966. The exchange handles about 140,000 calls daily. Van Dyne reported a total of 533 telephones, up 1.7 per cent over 1966. Barras said the exchange handles 2,100 calls daily.

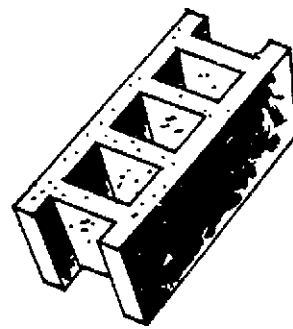
Barras said the latest type of cable system for short-haul long distance calling was installed in four exchanges. He said a new "T-1 Carrier Cable

System" was installed between Fond du Lac and Oshkosh during the year at a cost of \$126,000. The cable can carry up to 24 telephone conversations over a single pair of the wires simultaneously, thus greatly increasing the number of calls that can be transmitted between the two communities.

"By installing this cable, we are able to transmit hundreds

of calls that before required hundreds of pairs of wire," Barras said. He added that the system is also being installed between Appleton and New London at a cost of \$48,400.

The division manager said the 10 exchanges contain a total of 143,683 telephones, an increase of 8,331 phones over 1966. The exchanges handle a total of 628,400 calls per day.



# SCHULZ CONCRETE

PRODUCTS, INC.

## LEADERS

In the Automated Manufacture  
and Delivery of State Approved  
CONCRETE & LIGHTWEIGHT  
MASONRY UNITS

Here are just a few of the many new civic, educational, industrial and commercial projects that have been completed, or are being completed, with our state approved concrete and lightweight blocks:

First Congregational Church, Appleton  
Wisconsin Michigan Power Company  
Theda Clark Hospital  
Allstate Insurance Co. Office  
Turley Pontiac, Menasha  
Lawrence College Food Center  
1965-'66 Dorms—Oshkosh State University  
Kaukauna High School Addition  
Kimberly High School  
The First National Bank of Appleton  
Outagamie County Bank of Appleton  
Appleton Building & Loan Ass'n. Building  
W. S. Patterson Warehouse  
Appleton Coated Paper Addition  
Moe Northern Co.  
H. C. Prange Parking Ramp  
Piggly Wiggly Store  
Kimberly Clark Warehouse  
Appleton YMCA  
Tuttle Press  
Neenah YWCA  
Evergreen Nursing Home, Oshkosh  
Scoling Locks  
Fox Tractor Co.  
Neenah Foundry  
1st Congregational Church, Neenah  
West Side Bank, Neenah  
Neenah Fire Dept.

Appleton Fire Dept.  
K Mart, Appleton  
K Mart, Oshkosh  
Ray's Tire Co.  
Olson Transportation Terminal  
St. Elizabeth Hospital  
Albert Einstein School  
Twin-City Savings & Loan Co., Neenah  
Dutch Oven Bakery, Neenah  
St. Thomas More, Appleton  
Numerous Apartment Houses  
Appleton Memorial Hospital  
Prange Budget Center  
J. B. Conant High, Neenah  
Giddings & Lewis, Kaukauna  
Faith Lutheran Church  
Oshkosh Civic Auditorium  
Grant School, Kellner  
Thilmany Mill Additions and Alterations  
Lawrence College Science Hall  
Lawrence College Dormitories  
Ripon College Dormitories  
41 Bowl  
Treasure Island  
Holiday Inn  
AAL Building  
Elm Tree Bakery  
Robert Hall Clothing Store

Plus Many Other Residential, Commercial and Civic Buildings Too Numerous to Mention

3019 W. Prospect Ave.

Appleton

734-7733

# "90 Years Young"



YOUR HEATING  
**Dimes and Dollars**  
Buy **MORE** Today  
Than Ever . . . at  
**MARSTON BROTHERS**

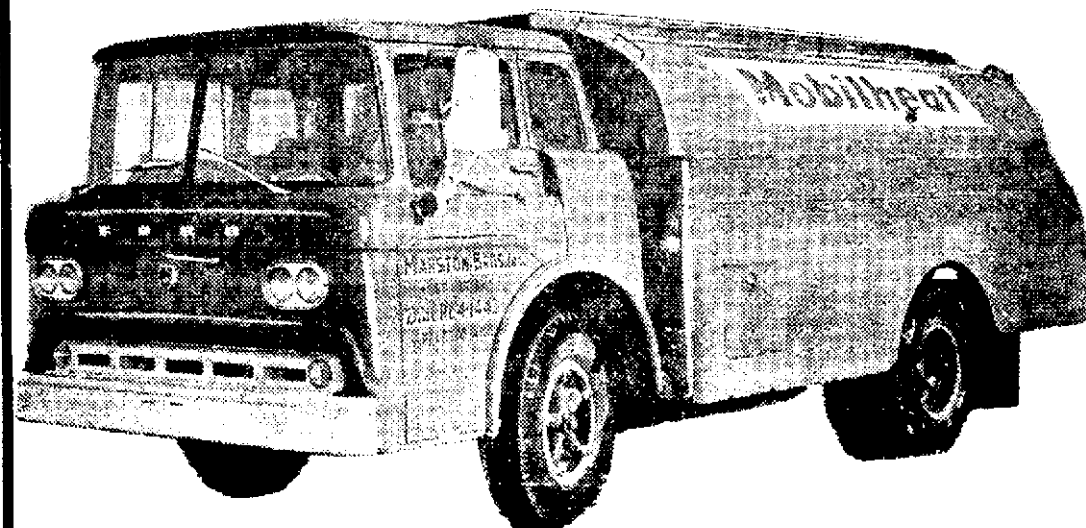
Suppliers of the World's  
Most Dependable  
HOME HEATING FUEL

**Mobil**  
heating oil

MARSTON BROS. CUSTOMERS ENJOY  
BETTER SERVICE, with:

- Automatic Personal Care • Metered Delivery
- Weather-Accurate "Keep-Full" Service
- Balanced Payment Plan

Shouldn't Your Heating Firm Be



**MARSTON BROS. INC.**

"Appleton's Oldest Established Fuel Dealer"

405 E. Railroad Avenue  
APPLETON

Phone 734-1443 or 734-3818

## Our Spot in the Prosperous Fox Cities . . .

Local Outlet of Budweiser & Michelob Beer  
by Anheuser-Busch Inc., St. Louis



Main Office & Warehouse  
**TRI-COUNTY DISTRIBUTORS**  
of premium (Budweiser) and super premium (Michelob) beers

1968 finds us keeping up with the pace set by the economy in this area, the future looks bright.  
724 S. Outagamie St. Appleton, Wis. Ph. 733-7414



# 1967 Good—Not Great For Oshkosh Industry

BY JOHN PLANALP  
Executive Vice President,  
Associated Industries of  
Oshkosh

OSHKOSH — 1967 was as good a year, if not better than 1966 for most of the industry in the area. The degree of improvement differed, of course, from company to company. In a few instances there were circumstances such as competitive pressures or increasing costs of raw materials which resulted in a squeeze on earnings despite healthy sales volumes.

Many companies brought out new products during the year, and product development was a 1967 activity. In addition, 1967 saw the penetration of new markets, expansion of old ones, widening sales areas, addition of new plant equipment, and continued improvement of production lines and plant flow.

Generally, 1967 could be described as having been a gratifying year for Oshkosh industry. A boom year, no, — but a consistent growth year. One more to the last four or five that has marked the area as the most promising in the Fox River Valley.

## Industrial Growth

Many people determine the industrial growth of a community by the number of new industries that are brought in. Because of Oshkosh's steady progressive growth it is not hard to see that as each industry adds as few as five more per month it would be the equivalent of bringing in a new company hiring 100 additional employees. The only growth factor to be reckoned with is the lack of experienced male workers and also for skilled and semi-skilled employees to fill positions in the various industries. This is in addition to the usual demand for engineers, accountants, and other professional workers.

It has some times been said that it is estimated that 100 new industrial employees in a community means 359 more people; 100 more households; 91 more school children; \$710,000 more personal income per year; \$229,000 more bank deposits; 97 more passenger cars registered; 165 more workers employed; 3 more retail establishments; and \$331,000 more retail sales per year.

The Wisconsin State Employment Service lists the Oshkosh work force of all

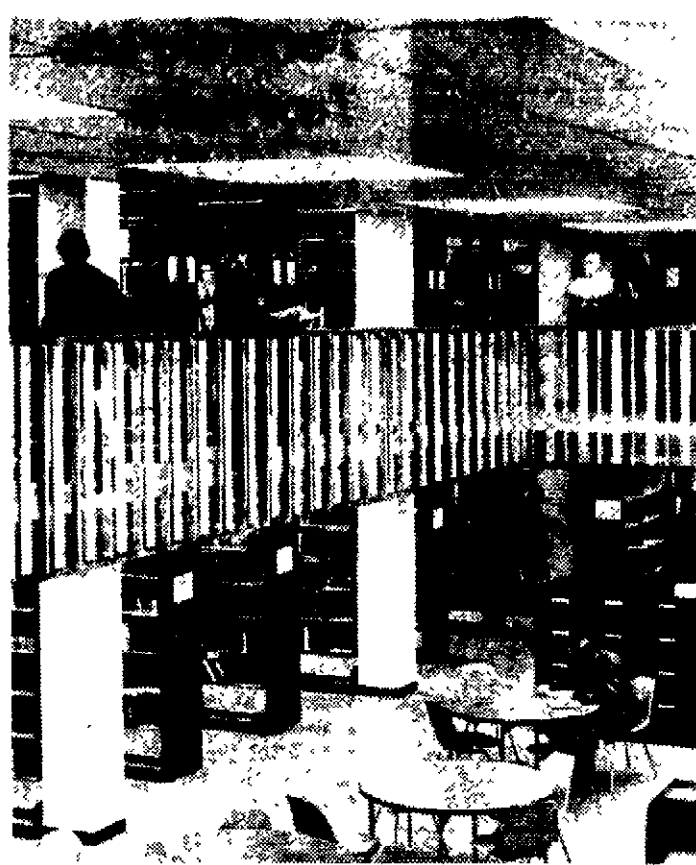
reporting establishments at 11,657. Of this total amount it is estimated that there are slightly less than 7,000 that are engaged in manufacturing. This of course, means millions of dollars in annual payrolls to the community.

## Employment Down

That is looking at the rosy side of the picture. A deeper look into 1968 might be more revealing. Although total employment in the Oshkosh area in the last four months has increased, the figures reported by industrial firms shows a decline of four per cent from last year. This is reflected in the number of job openings for those people without any particular skill or training. They have also declined. Most of the job openings that do not require any training are in the personal service field. The majority of job openings listed by industrial firms in the Oshkosh area are for experienced employees in the metal machining and fabricating industries.

Now is this four per cent decrease a trend? A look at the U.S. price level reveals that it rose by about three per cent in 1966, it kept about the same pace in 1967, and it is expected to continue rising almost as fast in 1968. Nationally, industry wage gains to date, on basis of preliminary figures from the U. S. Department of Labor, averaged 11 cents per hour. This represents a nationwide increase of 4.6 per cent from the same period in 1966. Manufacturing settlements in the Oshkosh area have kept up with the national average but the wage-price spiral and union settlements have exceeded productivity increases. Such excessive settlements put a squeeze on profit margins, resulting in higher prices and thus produces more unemployment.

As a matter of fact, in the private economy of the Oshkosh area for 1968, the rate of increase in the labor cost of an hour's work will be significantly greater than the rate of increase in the cost of a unit of capital equipment from which the improvements in output and efficiency mainly come. In other words, relative to wages, tools have become cheaper as, thanks to our scientists and engineers, they have become more sophisticated.



As One Youth Wanders through the upper level stacks in the Oshkosh Public Library, another reads in the first floor study wing. Tables and individual study carrels are spread throughout the library. Doors were opened to the \$750,000 expansion project last fall. The circulation, children's, periodical and information services departments all have new quarters. (Post-Crescent Photo)

## State, Local Plans

# Air Pollution Fight Mapped by Officials

Post-Crescent Madison Bureau

MADISON — An air pollution control program is the latest addition to the state of Wisconsin's efforts to protect its natural environment.

The state-local cooperative service to control or prevent air contaminants and pollutants will be under the leadership of the state division of resource development, a comparatively new state agency which also has responsibility for the protection of surface water quality and the regulation of solid waste disposal.

Now emerging is a blueprint for extended state government activity that in its first stages will emphasize planning and advisory work, and makes the local governments of Wisconsin full partners in the enterprise of preserving "fresh air" from the pollution risks of modern industry and other aspects of contemporary life, including the motor vehicle which is crowding city streets and rural highways in unprecedented numbers.

## Local Involvement

The state program as now being evolved will mesh closely with the national air pollution control act as recently

passed by Congress. When the Wisconsin legislature gave the state agency responsibility for writing rules for the control of motor vehicle emissions, for example, it provided that they will be consistent with those provided under federal law.

While the primary authority for setting up air protection rules was evidently intended by the law-makers to be exercised by local government, the state agency has some express responsibilities immediately thrust upon it.

Under the new law, for example, any person or corporation proposing the installation of any air contaminant source (such sources will be listed in rules now being developed) must give prior notice to the state division, and if it is found inconsistent with state rules, may be prohibited by order of the division. As in the existing program of water pollution abatement, orders may be issued to violators of the state code requiring them to desist.

But the new law specifically puts immediate responsibilities upon localities. The county boards may provide for ordinance controls that may not be less exacting than those set out in state law, but

may be more strict or extensive than those to be issued in the forthcoming state regulatory code. County-wide enforcement is provided, and counties are authorized to hire the required staff and to make the necessary expenditures to assure the effective operation of such ordinances.

## Citizen Role

Such ordinances must have the approval of the state authorities. The new legislation also provides that if it is found that an air pollution problem exists in a locality and local enforcement of controls is lacking or inadequate, the state division may order a hearing and issue an order with a requirement for compliance in not more than 60 days. If a county forfeits its role altogether, the state may step in with its own controls.

There is also a citizen role in the new program. The control administration will attempt to encourage citizen involvement through voluntary contributions to the protection of the air, as through proper maintenance of home or factory heating systems, or the installation of approved motor vehicle exhaust sys-

tems designed to reduce the emission of pollutants.

More explicitly, the new law provides that state officials must order a hearing whenever six or more citizens file a complaint against a specific source of air pollution. Such complainants may be required to file security, up to \$100, to cover the costs of the hearing, as a means of discouraging malicious or false complaints. If such bad faith is shown in any instance, the defendant is authorized to take legal action to recover his expenses.

The law defines "air contaminant" as including dust, fumes, mist, liquid, smoke, vapor, gas, odorous substances or any other matter in such quantities as to cause "air pollution" which is defined as the presence of contaminants in such quantity or duration as to be injurious to human health or welfare, animal or plant life, or property, or "would unreasonably interfere with the enjoyment of life or property."

# Greater Septic Tank Control Laws Seen

CONTINUED FROM PAGE 3  
the water pollution laws, power to write rules about septic tanks and their limitations when shorelands are involved. But Dr. Jorris believes, he told Knowles, that such a function more properly belongs in the division of health. He also said the state should have the authority to deny the issuance of a permit "when conditions exist that would make such systems unsuitable."

Some counties have recognized the problems of rural and private disposal systems by writing regulatory provisions in their zoning ordinances.

With the increasing development of seasonal homes and the tendency of urban populations to disperse beyond municipal boundaries into unserved territory, the chances are that tens of thousands of new septic tank installations can be expected, according to state officials. Those prudent developers and home builders who are aware of state officials' worries about such matters and inquire of state health authorities for advice are being told that they should take soil tests on proposed building locations to assure themselves that there is absorption capacity sufficient for the size of the septic

tank to be installed. Dr. Jorris warns that health considerations as well as conservation values are involved in the problem.

In the pilot inspection program of last summer, state officers found hazards to health more numerous than the problem of water pollution.

Dr. Jorris illustrated the size of the inspection task when he told Knowles that in the test surveillance of lake-front waste disposal systems 410 dwellings were involved, which required 165 man days of work. They were on only eight of the estimated 8,000 lakes in the state.

# WOELZ PAPER COMPANY

Distributors of

# HIGH GRADE PRINTING PAPERS for OVER 50 YEARS

Many of These FINE PAPERS Are Manufactured Right Here in the Fox River Valley

We Are Suppliers to

- PRINTING and PUBLISHING FIRMS
- OFFICE SUPPLY STORES, STATIONERS and Others

## We Are Distributors of CUSTOMARK

Your Companies Own Private Design in Your Letterhead. Small Quantity May Be Purchased Without Exorbitant Cost. Gives Your Firm a Mark of Distinction.

General Office and Warehouse Located in Appleton for Expedient Service. Phone 733-5587.

Member of National Paper Trade Association



# Just 3 Years in the Fox Cities Area And Proud to Be a Part of the Communities!



As we look back over the past 3 years that we have been in operation we feel a deep sense of gratitude for the fine patronage we have enjoyed from our patrons. We're glad we are here . . . and we have the highest faith in the future growth of our splendid area.

Bakers of . . .

GARDNER'S SOF-TWIST BREAD  
and  
GARDNER'S SOF-BUNS

AND 200 OTHER QUALITY BAKERY ITEMS



Bakery Wholesalers to Super Markets, Grocery Stores, Restaurants and Drive Ins

# GARDNER BAKING CO.

1007 Winneconne Ave., Neenah

Ph. 725-4041

LOOK FOR US ACROSS FROM FOX POINT SHOPPING CENTER

# OVER 60 YEARS of PROGRESS...

Serving the Fox Cities

Electrically

• INDUSTRIAL

• COMMERCIAL

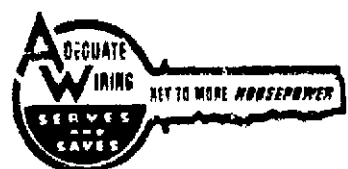
• RESIDENTIAL

NO JOB IS TOO LARGE or TOO SMALL

Your Westinghouse Dealer



For Over 40 Years

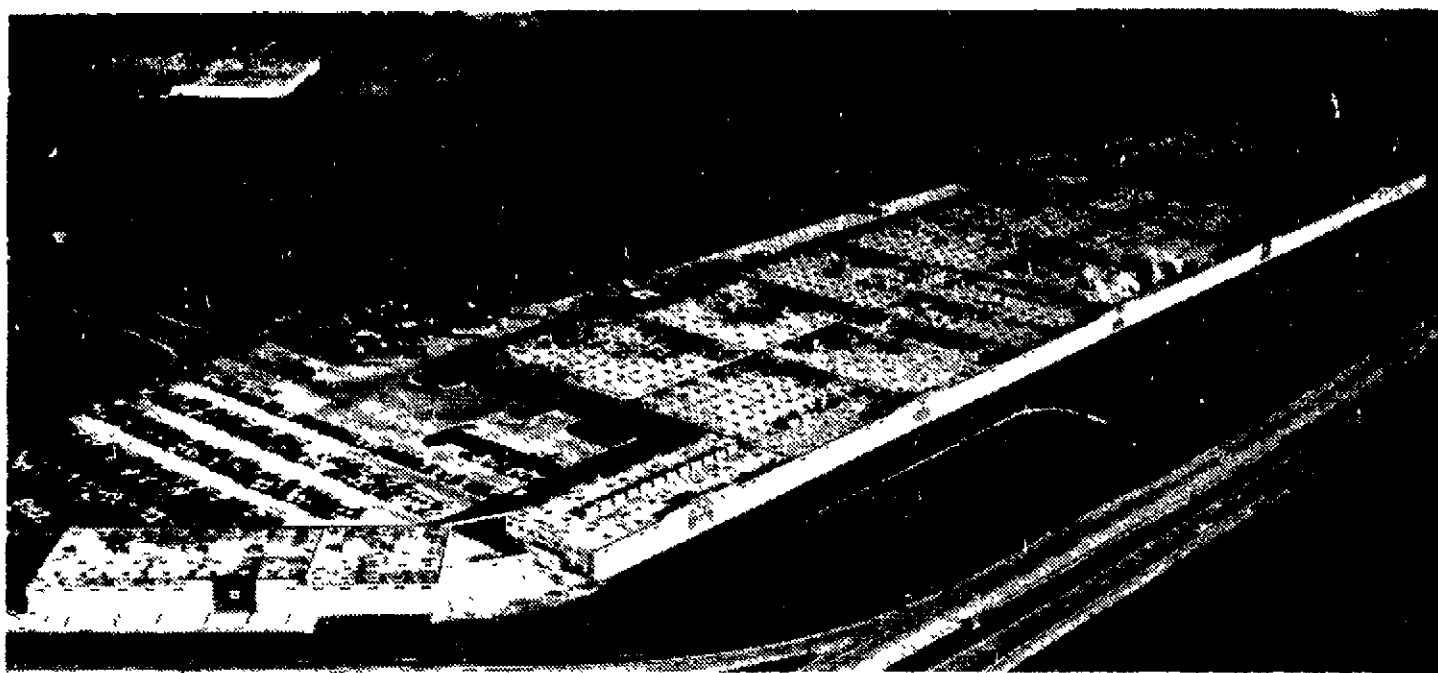


ELECTRICAL APPLIANCES and REPAIR SERVICE

# LANGSTADT'S INC.

Appleton 734-2645 233 E. College Ave., Appleton Neenah 722-6485





A Major Addition to the Kiekhaefer Mercury central manufacturing complex was completed at Fond du Lac early last year. The complex includes a 160,000 square foot distribution and assembly fa-

cility in addition to three production plants on the southwest side of Fond du Lac on U.S. 41. (Kiekhaefer Photo)

## Fond du Lac Tax Rate Near Top

FOND DU LAC — Despite nearly \$1 million increase in the budget this year, from \$9,568,595 to \$10,546,499, the city tax bill increased only \$1.59 per \$1,000 of equalized valuation.

The city still holds one of the highest tax rates in the state, with property owners paying a net rate of \$34.06 per \$1,000 of equalization.

City property is assessed at almost 97 per cent of the actual total. Property in the city was assessed at \$187,772,120 in 1967, up nearly \$11 million from 1966 when it was valued at \$176,438,940. The state department of taxation equalized the 1967 assessment to \$193,751,640, compared to \$183,007,010 in 1966.

Of the total \$10½ million budget, \$6,944,038 will be raised by the general property tax, with other revenues bringing in \$3,602,461.

The largest portion of the expenditures, \$4,287,011 will be going for the school operation, and the city's share of the county and state taxes accounting for another \$1,283,411.

The gross tax rate before the state sales tax credit is subtracted is \$36.98 per \$1,000 of equalized valuation, but the credit this year amounted to \$2.92 which reduced the cost to property owners by almost 8 per cent.

Major increases in the tax levy this year came from the school budget, \$464,878, the city's share of the Fond du Lac Technical Institute, \$90,984, and the county and state taxes, \$145,899.



## COMMERCIAL PRINTING CO.

Skilled Creators of Fine Printing for Business and Industry

1112 South Oneida St. — Ph. 734-3525  
OPPOSITE RIVERVIEW COUNTRY CLUB

PROMPT SERVICE AT REASONABLE PRICES  
ON ALL YOUR PRINTING NEEDS! JUST CALL US!

## Upswing in Sport Success

# Football Rebirth Tops in FDL Year

FOND DU LAC — Making its debut in the state baseball tournament and a second place finish in the Fox River Valley Conference football standings for Goodrich High School highlighted the 1967 sports scene here.

For the second consecutive year, Coach Dave Bartolutti's baseball team made it to the state tournament, but lost in the first round to Manitowoc. The team wound up with a 15-5 overall season record and 10-4 mark in conference play. But football accomplishments were the standout of the sports picture. The Cardinals, on the bottom of the final standings for years, finally overcame the last place stigma and started the season with a bang, with a win over ever powerful Oshkosh.

first five runners, Del Stacy's cross country team won the FRVC meet and placed eighth in the regional contest.

Stacy said "this last season was good but it is water over the dam, we have to look forward to 1968." But he added "it could be a good season, we could really be tough."

In addition to the conference and regional meets the Cardinal harriers took first in the Beaver Dam and Oshkosh invitational meets, and took second place in the Sheboygan and Manitowoc-Two Rivers invitational.

The tennis team wound up with fifth place in the confer-

Hockey, a sport which is still in its infancy at Goodrich, is coached by Ron Nelson, and the team ended the season with a 3-12 record overall. Competition in this sport is limited to games with the Madison schools, who have indoor ice.

The track team, also coached by Stacy, ran third in the conference relays and fourth in the conference meet. Two men qualified for the state meet, Joe Blitzke in the discus and Cliff Barnes in the half mile.

Golf Coach Joe Capicik, who wound up his career last year, did it on a high note, with the linkmen winning the sectional and placing 12th in the state, paced by Al Warner's eighth place finish in a field of 150 golfers in the state. Dick Diener was FRVC medalist. The team went undefeated in dual meet action with the nucleus of Diener, Mike Smith and Carl Capicik, all seniors.

The sports picture at WLA during 1967 was bleak but does hold some rays of light for 1968, especially in basketball.

Athletic Director and basketball coach, Ray Siebel, said "there isn't much we can say about last year after being 4-17 for the season, but with three sophomores in our starting lineup this year, we are looking to bigger and better things next year."

Siebel, who is baseball coach too, was a little disappointed in last year's performance. After winning the first four games, the Vikings went on to drop their last three games to end up in a third place tie in the Fox Valley Tri County conference.

### Track Future

"We were the only one to beat the eventual champion, Hustford," Siebel recalled.

Track coach, Ray Spangenberg, is doubtful about the sport continuing on a full fledged varsity level. "There just isn't enough interest," he said, "and we may attempt to abbreviate the season this year and emphasize baseball."

Last year the Vikings won only two meets, against Rosendale and Oakfield and the



### Season Highlight

Coach Jim Johnson called the Oshkosh win the highlight of the season, especially since the Cardinals had not beaten Oshkosh since the late 50's.

"This was turning point in Fond du Lac football," he said, "we finally overcame the lack of spirit that comes with a losing team."

The Cardinals went on to finish the season with seven wins and one loss, to Sheboygan North on a field goal late in the game. But, the 3-0 loss was enough to give Green Bay West the conference title.

Two members of this year's team made the all-state honor rolls. Joe Blitzke was an all-state linebacker on the Associated Press list, and Chuck Averbeck made the defensive guard spot on the United Press International unit.

In addition, halfback Jim Bond made the all-conference offensive team along with Averbeck who was named for both offense and defense. Blitzke, end Bob Bendrick and halfback Don Eiring were named to the all-conference defensive team. Jerry Resop was a second team offensive tackle on the all-conference team.

As a unit the defensive team was first in the conference.

### Young Team

With three juniors and two sophomores making up the

ence and according to coach Vesio Baptist "we will start from scratch this year." The team won three and lost seven meets and the doubles team of Dave Juter and Terry Fink, lost its second match in the sectional meet.

After ending the season with a 9-0-1 record, Bill Parrish's wrestling team placed third in the conference meet and sent seven men to the sectional. Led by Bill Voss at 165 pounds and Al Hilt, 112 pounds, the team placed second in the sectional meet, losing to Waukesha by one point. Hilt and Voss both went to the state meet and lost in their first match.

### New Sport

In basketball last season, the Cardinals were in sixth place with a 9-7 record and 10-10 overall. Center Dick Diener was named to the all-state third team, but was the Fox River Valley Conference "player of the year."

Coach Fritz Lautenschlager's team won its first tournament game, but lost the second.

# CUSTOM SIGNS OF ALL KINDS

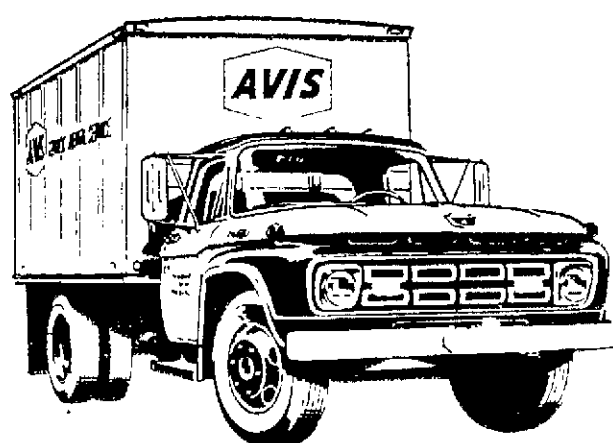
- WINDOW GOLD LEAF
- WALL SIGNS • RAISED LETTERS
- PLASTIC LETTERS

Standard of Appleton

INCORPORATED

Call Us For Estimates!

YES, WE HAVE THEM . . .



## Trucks for Commercial & Industrial Rentals!

1968 Chevrolet Trucks Available by the Hour, Day or Week

Need a truck for temporary hauling duties — but not often enough to add one permanently to your fleet? CALL AVIS — you can get one to use for just as long as you need it, at rental rates that are amazingly easy on your budget. Get our low quotation, today!



TRUCK RENTAL SERVICE

To Reserve a Truck, CALL 739-2346

105 E. Franklin St., Appleton

Avis Rents All Makes of Cars — Features Plymouths



the professional man

or

the business man

who uses . . .



## TELEPHONE SECRETARIES, INC.

This man is paying us so that you—his customer, client or patient—will always have the courtesy of an answered phone . . . answered by a LIVE, trained Telephone Secretary ready to take a message or give out information.

He is never out of touch. When he leaves his phone he leaves it with Telephone Secretaries, Inc. a LIVE 24 hour telephone answering service serving the entire Fox River Valley.

Patronize the business or professional man who employs Telephone Secretaries, Inc. You are dealing with a man (or company) that really cares!

Margaret Walsh, President  
Telephone Secretaries, Inc.

Appleton  
Phone 734-2621

Neenah-Menasha  
Phone 722-4201

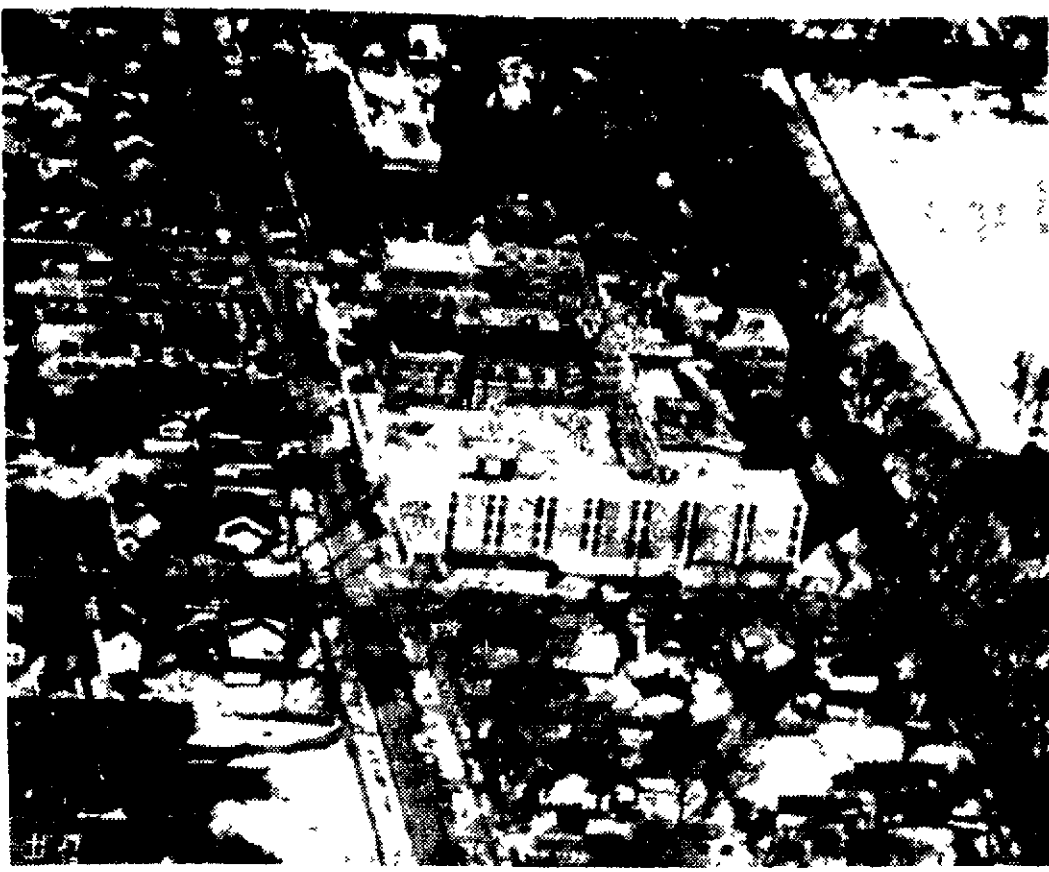
Oshkosh  
Phone 223-1651

Kaukauna  
Phone 724-2581

New London  
Phone 982-5522







**Dedication of a \$7 Million expansion project at Mercy Hospital in Oshkosh is expected in June with the completion of the two-year construction program. Four additions and complete renovation of the hospital's 1912 section provide new clinical laboratory,**

surgery and X-ray complex, dietary-convent complex, psychiatric department, business offices and house keeping areas. Patient beds will be increased by about 112 for a total of 400. (Post-Crescent Photo)

## \$11.1 Million In Road Work Done by State

CONTINUED FROM PAGE 9

make this a four-lane road in the near future. Some right of way has been acquired.

— Reconstruction of .7 miles of Outagamie County Trunk KK between Appleton and Darboy at a cost of \$127,700.

— Reconstruction, costing \$139,400, of High Street (State 96) in Wrightstown.

— Reconstruction of State 76 in Bear Creek at a cost of \$126,890. The project comprised .6 miles.

— Construction of Winnebago County Trunk I, for three miles, at a preliminary cost of \$89,150. Sub-base, base, and aggregate work was done last year, and bids for surfacing will be let this year, Empey said.

— Resurfacing 9.7 miles of the old lane of U. S. 41 in Brown and Outagamie Counties, at a cost of \$279,000.

### State 23 Work

The District 2 office at Waukesha listed its biggest 1967 road project in Fond du Lac County as grading work on the relocation of State 23. The balance of grading and concrete pavement from Fond du Lac County Trunk C to Y is expected to be finished by mid-summer. The 3.6 mile job, costing about \$615,000, is the first segment of improving State 23 between Ripon and Fond du Lac.

Banaszak said that three more contracts will be let to complete the 20-mile reconstruction of State 23, between the two cities. The entire job should be completed by fall of 1971.

Other major state road projects in Fond du Lac County last year included a \$292,000 resurfacing job on 12 miles of U. S. 151, from Fond du Lac to the Calumet County line, and grading and base course work, amounting to \$483,000, on five miles of County Trunk W, from State 23 to State 149.

Cronkrite cited the major state job in Waupaca County in 1967 as being the reconstruction of State 22, from 20th Street in Clintonville north through Embarrass to the Shawano County line, a distance of 4.4 miles.

### Waupaca County

He said that the work consisted of widening the roadway to 24 feet, resurfacing it with three inches of bituminous concrete pavement, and rebuilding the highway in the Village of Embarrass.

The other big state job in Waupaca County last year, according to Cronkrite, was the revamping of States 22 and 76 and U. S. 45 intersection near the Outagamie County line. The work consisted of rebuilding the intersection, including installation of traffic islands and concrete curb and gutter, and resurfacing the remainder of the half-mile stretch with bituminous concrete.

The project, according to Cronkrite, joined the State 76 rebuilding job in Bear Creek. Although the work was done concurrently, they were under separate contracts.

What's ahead in 1968? In the immediate Fox Cities area, the major projects will consist of continuing jobs started last year, according to Empey.

### Interchange

Included are completion of the U. S. 41-State 125 interchange, and completion of the west span over Lake Butte des Morts, along with the start of work on the east two lanes.

Outagamie County work involves right of way acquisition and engineering study on

two highway projects — on U. S. 45 from the south Outagamie County line to New London, and on U. S. 10, in two areas, from U. S. 41 east to Appleton and U. S. 41 west to Waupaca County.

Empey said \$97,000 has been allotted for engineering and investigative work on U. S. 45. The highway chief said the "massive investigation" into improving the highway in Outagamie County will be done in conjunction with similar studies on 45 in Shawano and Waupaca counties.

Empey said the aim is to develop an improvement program that will take into consideration work on the most badly needed sections first, and make it part of "a comprehensive, over-all scheme."

The same type of engineering investigation plan will involve U. S. 10 from U. S. 41 to Waupaca County. About \$10,000 will be spent this year on preliminary studies for the long-range project.

### 4-Lane Project

Closer to reality is a project that will result in a four-lane roadway from Appleton's west city limits on U. S. 10 to U. S. 41, a distance of 1.36 miles. Empey said that \$169,000 will be spent this year on engineering and right of way purchase. He said he hopes to see the complete reconstruction program, to allow for four lanes to U. S. 41, done "in a couple of years."

Another significant job planned for 1968 in Outagamie County is the complete reconstruction of County Trunk M, from Hortonville north six miles to State 54, a job expected to cost about \$500,000. Although work started in 1967, the biggest share of the job will be done this year. Included will be installation of a three-span bridge over the Wolf River.

Major jobs in the remainder

of the Fox Valley portions of District 3 include:

### District Three

— An \$825,000 "separation" project at Cecil Street and U. S. 41, west of Neenah. Work will begin after July 1 and could take more than a year.

— Engineering and right of way acquisition totaling \$185,000 for State 57, for more than three miles between Kiel and New Holstein. Empey said that planning now will be aimed toward construction of a four-lane roadway within a few years.

— Engineering studies, expected to cost \$21,000, for a new bridge on State 21 in Omro. Either the superstructure from the present Lake Butte des Morts bridge on U. S. 41 will be floated to Omro or a new bridge will be constructed.

Cronkrite outlined the work planned by the state for 1968 in Waupaca County:

— The contract for grading and structure work on U. S. 10 between A. M. Herst Junction and the west end of the Waupaca Belt Line were let to contract last November. Work on the relocated portions of the highway will start this spring. U. S. 10 will be kept open to traffic through the 1968 construction season. Grading operations, as well as base and concrete paving work, will be completed next year.

### Highway 45

— U. S. 45 between Marion and Clintonville will be "rehabilitated." Work will involve widening two bridges, removing curb and gutter and grade ditches at one site, and widening the 20-foot pavement to 22 feet throughout the project, then resurfacing it with bituminous concrete pavement. Cronkrite said the work will be accomplished with traffic remaining on the existing

## 'Job Mobile' Aids Oshkosh Employment Office Work

BY LARRY SMITS

Manager, Oshkosh Office Wisconsin State Employment Service

OSHKOSH — In 1967, Oshkosh continued to be in an enviable position. Unemployment continued at a low rate. The estimated annual average unemployment in 1966 was 2.2 per cent for Winnebago County. The 1967 rate for Oshkosh was higher but it remained at a low rate when compared with other parts of the country. Oshkosh has a well diversified industrial base which affords a healthy, well balanced community, employment wise. Various sources estimate the total employment in the community between 19,000 and 22,000. Manufacturing employment is estimated at about 9,000.

The Wisconsin State Employment Service in Oshkosh was a busy center of activity in 1967. The office interviewed 5,276 new applicants for work. This was an increase over the past years. Larger numbers of youth are entering the labor market every year and this trend is continuing. The active file of available applicants reached a low of 603 in October, compared with a high of 1,727 in July when many youth were available. A total of 1,512 non-agricultural, nonseasonal jobs were filled during 1967 in Oshkosh. This was a decrease in this activity compared with 1966. The difference is primarily found in the amount of hiring through the Employment Service in the manufacturing field.

### Wautoma Office

The seasonal office in Wautoma reported 6,546 agricultural placements and 102 non-agricultural seasonal placements in 1967. The agricultural placements represent an increase of about 5 per cent over 1966.

In Oshkosh 1967 saw great use of the testing and counseling facilities of the office. One hundred and eighty-eight individuals were given the general aptitude test battery. This test is primarily used as a counseling tool to assist individuals in assessing their potential for various types of work. Six hundred and thirty counseling interviews were conducted to assist individuals in solving problems relative to job adjustment and job choice. There were 999 other aptitude tests given to assist in selection of suitable applicants for specific job openings and apprenticeships within Oshkosh. Eight hundred and forty-four individuals were given proficiency tests. These tests consist of typing and shorthand. They are tested to

assist in the proper referral and placement in the many office jobs in our community.

For the first time, the Oshkosh office of the Wisconsin State Employment Service used an "office on wheels." The office on wheels, or Job Mobile, brought employment services to communities which do not have easy access to one of our local offices. The Job Mobile gave information about jobs, employment trends, employer and applicant services and government training programs available to both workers and employers. Job counseling services were also given to those who needed help in determining what sort of work is best for them.

The Job Mobile visited Wautoma, Wild Rose, Plainfield, Hancock, Coloma, Redgranite, Omro and Winneconne.

Full utilization of the manpower resources of the state is the prime objective of the Wisconsin State Employment Service. The "labor exchange" concept of the Employment Service has given way to one of a "manpower service agency." The manpower service agency concept has involved the Employment Service with social problems and economic needs of the communities and the individuals and groups who comprise these communities.

### Training Programs

An important step taken in the public Employment Service's determination to re-define its mission and to respond vigorously to the changing manpower needs of our society is the Human Resources Development Program. The Human Resources Development Program addresses itself to the challenge of the times by formally recognizing the distinction between a passive and an active manpower policy.

To assist in making an individual job ready the Employment Service has utilized the Manpower Development and Training Act and the Economic Opportunity Act. This Act was a significant new step in an effort to train or re-train persons of low skill level, those who were displaced by automation, and those who came from disadvantaged groups or from areas where they have had little opportunity to learn a marketable skill.

### Job Corps

Training under the Manpower Development and Train-

ing Act is accomplished with the cooperation of the Vocational, Technical and Adult Education Schools. The role of the Employment Service is to recruit the trainees from the unemployed. Screening and selection includes testing before they are referred to the training sites. The Vocational, Technical and Adult Education Schools are responsible for the fine training these candidates receive.

Thirty-three young men and women were screened for the Job Corps through our Oshkosh office. Of this number 12 were accepted and assigned to a Job Corps Center.

1967 saw the end of a long Wisconsin State Employment Service career. After almost 34 years with the Wisconsin State Employment Service, including 19 of them as manager of the Oshkosh office, A. E. Nelson retired. Replacing Nelson as the new district manpower director was Larry Smits.

## Automation Will Affect 20 Million Workers by 1975

If you are a farm worker, the bad news is that over 1 million of you have lost your jobs in the past 10 years, and millions more are destined to become obsolete. If you are an auto worker, be advised that during the first four months of 1960, Detroit manufactured 149,000 more cars with 136,000 fewer workers than in 1955 — and that the gap today is much wider.

If you are in the textile industry, consider the fact that the textile man-hour output has zoomed by 56 per cent in recent years, while the number of people employed has plummeted by 35 per cent.

By 1975, according to an article in *Mans' Magazine*, an estimated 20 million office and factory workers will be

replaced by machines!

Of course, automation does not only destroy jobs. It creates them. In fact, Norman C. Harris of University of Michigan, says, "By 1970, one-fourth of nation's labor force will be employed in semi-professional, technical jobs that did not even exist in 1930."

Ninety-four per cent of the jobs available in the next few years will require a high school education or better.

There are numerous plays the average worker vulnerable to automation can use to insure his future survival. Detailed, they include examining his job in the light of this new technological era; taking courses to prepare for automation; understanding the significance of the Manpower Development and Training Act, passed in 1962 by Congress, and leading government booklets on survival in the automated age.

## CHEMICAL and JANITOR SUPPLIES

**"SPEEDEE"**

Our Own Brand of Manufactured Products

# TESCH

## CHEMICAL CO.

EAST MIDWAY ROAD  
APPLETON NEENAH MENASHA  
DIAL 733 5487

Direct Delivery Service to the Fox Cities

### "MANUFACTURING CHEMISTS"

- Waxes & Floor Finishes
- Soaps & Detergents • Floor Seals
- Powdered, Liquid & Waterless Skin Cleansers
- Disinfectants & Deodorants

*Distributors for:*

- Clarke Vacuum, Floor Maintenance & Automatic Scrub Machines
- Geerpes & White Mopping Equipment
- Containers & Dispensers
- All Types of Mating
- All Related Items

## moving forward

with the community

on all fronts—industrial, commercial, institutional and residential.

Our past experience enables us to provide advanced planning, ideas and technology to measure up to the demands of tomorrow.

# P. G. MIRON

construction company

806 Valley Road  
Menasha, Wis.  
734-4161

## NOW ...

Geared to Handle Your Specialized

# SHEET METAL WORK

In Galvanized • Stainless • Aluminum or Copper

Custom Fabricating and Installation

- Draftsmen Available for Custom Design

Or Call One of Our Other Divisions When You Need:

- Heating • Air Conditioning
- Ventilation
- Humidification • Refrigeration
- Pipefitting • Certified Welders

... All Planned and Done in Our Streamlined Plant or at the Job-Site. Bring Your Custom Job Requirements to Us, or Let Us Come to You!

## Tschank & Christensen, Inc.

... 48 Years in Business

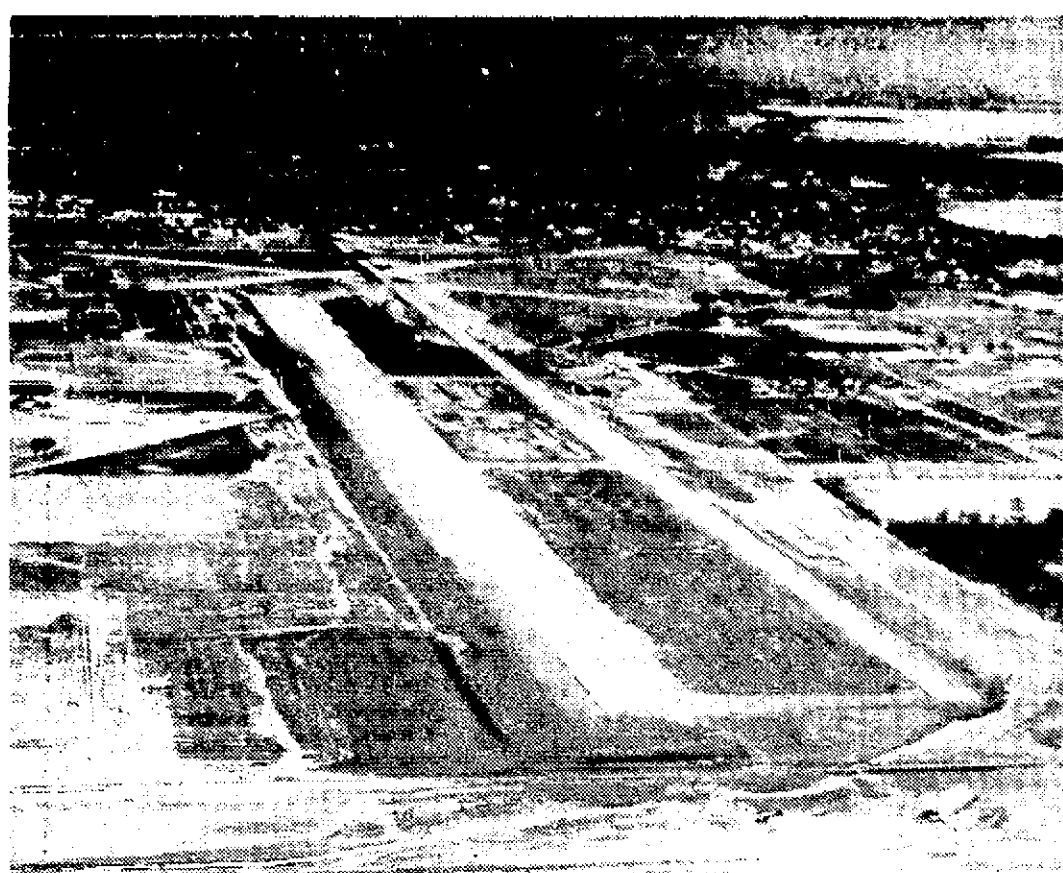
211 N. Richmond St., Appleton

Phone 739-7361

INDUSTRIAL • COMMERCIAL • RESIDENTIAL

CHURCHES  
STORES  
FACTORIES  
SCHOOLS  
WAREHOUSES  
UNION SHOP





Expected to be Completed early this spring is the new 6,700 foot north-south runway at Winnebago County Airport. The former runway, to the right, was extended to become the taxiway for the new strip. The view is from the south looking toward the city. (Post-Crescent Photo)

## Expansion Dominated Scene Winnebago Port Joined Jet Age

BY DINAH WALTER  
Post-Crescent Staff Writer

OSHKOSH — The Winnebago County Airport was swamped in 1967 with plans for new construction on airport property and land rent negotiations as it expanded to accommodate jet service.

Major proposals raised during 1967 for future action were a \$1 million terminal complex, a \$1.5 million regional post office center distribution center and a fire station facility estimated at \$450,000.

In September, North Central DC-9 jets began landing at the airport, which will have a new runway completed by the spring of 1968. Currently two jet flights operate daily from the airport.

The new north-south runway was started in late summer, following a squabble about runway thickness and a hassle with William Brennand, who was ultimately forced to close his private air strip near the airport due to the expansion.

### Work Halted

Completion date for the runway was first set for November, but October rain hampered the pouring of concrete and work was halted until spring with one of six strips left to be poured and taxiways to be finished.

Plans for a new terminal complex were submitted in July by the Milwaukee consulting engineering firm of Howard, Needles, Tammen and Bergendoff.

Their recommendation was for a U-shaped three building structure which included the present terminal on the western end.

The Winnebago County Aviation Committee reviewed the plans, but were skeptical because the complex might hamper future expansion.

### New Plans

The capacity of future expansion was one main reason why the committee looked with more pleasure at another plan submitted in November, drawn up on the local level.

It called for moving the proposed building back from the runway, turning the present terminal into a freight office and constructing a new two-story terminal building. It would allow future underground expansion for holding areas if necessary.

Nothing definite was decided, although the general consensus of the committee was that there would be no new terminal construction in 1968.

A second large plan on airport property concerned a regional postal facility, but its progress in 1967 was slowed by land rent negotiations.

### Lease Talks

The facility would occupy about 237,000 square feet of land on the northeast corner of the airport.

The county's aviation committee offered a graduated 30-year lease with the rental starting at one cent a year per square foot and increasing every year until a rate of 5 1/2 cents was reached.

As the year ended, no definite rate had been agreed upon.

The third major proposal for use of possible future airport property came from City of Oshkosh officials who suggested that a fire station be built near the airport in exchange for airline crash protection.

Also suggested was that a training facility for firemen be located on the same property near 20th and Knapp Streets. Nothing definite was decided on the proposal, when one city official said actual construction is still three to four years away.

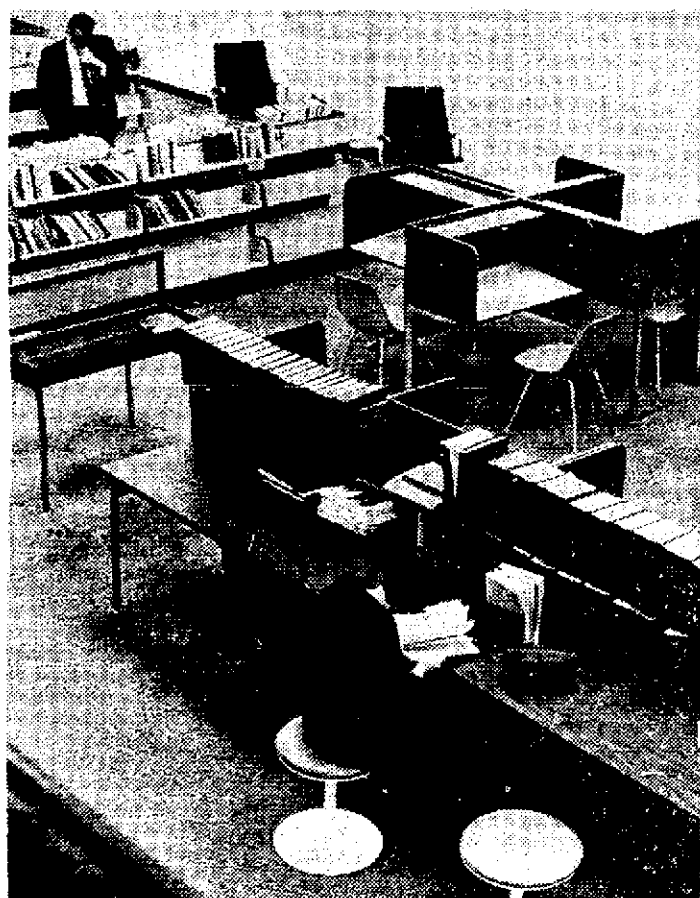
During 1967, the airport also came into headlines through two men, Warren Basler and William Brennand.

Basler of Basler Flight Service, Inc., requested a special November session of the Winnebago County board to approve a lease whereby he could construct a hangar on airport property. Estimated cost of the 120 by 121 foot hangar, larger than those Basler now operates, was \$85,000.

William Brennand began construction in December on a new hangar on property owned by George Sturm in the Town of Clayton.

Brennand had been forced to give up his land near the Winnebago County airport due to airport expansion. He tried unsuccessfully to obtain a lease so he could move his operation onto County airport property. He was denied a building permit on land he owns southwest of the airport and then filed a discrimination charge which was thrown out by the Federal Aviation Agency.

Brennand moved his operations to the Town of Clayton and began construction of a hangar after he was allowed a building permit after a ruling by the county board of adjustments.



Near the Entrance to the new quarters of the Oshkosh Public Library are the book and periodical indexes and cases holding new books. At last count, the library had 167,000 books available for its 29,000 adult and juvenile borrowers. The staff includes 26 full-time, seven part-time and 19 hourly-paid employees. (Post-Crescent Photo)

## Riot Trend Followed by Students

WSU-O Officials  
Seek Solutions  
For Future

OSHKOSH — Students at Wisconsin State University-Oshkosh followed the lead of other universities throughout the nation in 1967 when they demonstrated for a cause.

The cause was a proposed 21-year-old beer drinking law which they opposed. The demonstrations, like so many others, cost the city and county as much as \$15,000, mainly for law enforcement during the disturbances.

The disturbances, which took place during the last week in May, were carried out by about 1,500 students in two nights of marching, sit-ins and placard waving. Demonstrators represented about 18 per cent of a student population of just over 8,000.

### Only Damage

Although damage amounted only to a large broken plate glass window in city hall and a tipped urn at Riverside Cemetery, the county and city had to pay costs for law enforcement personnel from several surrounding cities and counties called in during the demonstrations.

In the wake of the May disturbances, WSU-O officials are still somewhat divided on what action to take in case of more disturbances.

A few are known to favor mass dismissal of all those involved in any such disturbances. The majority seem to feel that any punishment should be aimed at the leaders.

One high official summed it up by saying, "My chief concern is who is the leader. The follower may be there for any number of reasons, including ignorance. The person who leads or incites is the one who is guilty and should be punished."

### Prevention

Prevention, of course, is the main concern of administrators. Efforts in this direction include more communication between administrators and students, and student involvement through government and other channels now available.

But the big question now facing the university is, "Will it happen again?"

One answer to this can be found in the thoughts of one administrator who feels as WSU-O becomes larger and more diversified, the number of potential "rioters" and student power advocates will increase.

"We have a group of potential rioters here right now," he noted. "And as we expand, this number will grow."

### Trend Changing

But the same official said the trend towards rioting and violent disturbances is changing under the influence of the courts and university policy itself.

"Student involvement is a

## August Was Top Month

## North Central Sets Passenger Record at Winnebago Airport

OSHKOSH — The advent of DC-9 jet service at the Winnebago County Airport helped North Central Airlines set a new passenger record for the field in 1967 although the largest single passenger month came before the jets went into use.

A total of 50,665 passengers boarded North Central planes at Oshkosh during 1967, compared to 44,926 in 1966. Passen-

kosh was also in August, again over the 5,000 mark. Heavy months of the year were August, 5,449; June, 4,817; July, 4,806; May, 4,468; October, 4,422, and September, 4,244.

Pounds of mail originating at the airport also increased substantially over 1966. Total pounds in 1967 was 441,498, an increase of 49,364 over 1966.

The recorded total for pounds terminating in 1967 was 159,618, compared with 139,188 in 1966.

Due to the Christmas mail, December was the heaviest of

the year for mail leaving Oshkosh. The highest months were December, 50,981; November, 42,645; March, 39,709; October, 39,245, and September, 36,868.

Mail terminating in Oshkosh reached a high of 22,912 pounds in December. Next in line was November with 16,345 pounds; August, 13,572; October, 13,368, and May, 13,270.

### Air Express

Total express pounds originating at the airport in 1967 was 286,755, compared to 280,-

828 a year ago. Showing a decrease was the total of pounds terminating at Oshkosh, 246,102, compared to 336,007 in 1966.

December had the largest poundage of express originating at the airport, a total of 30,828 pounds. Other high months include November, 27,854 pounds; May, 26,441, and September, 25,545.

For pounds terminating at the airport, December was the largest with 24,839 pounds, a slight increase over August which totaled 24,835 pounds. Next were October, 23,491, and May, 22,468.

Air freight originating at the airport reached a new high of 1,233,377 pounds, up from 1,095,722 in 1966. A total of 713,325 pounds terminated at the airport, an increase of 30,283 pounds over 1966.



## WHAT'S OUR FUTURE?

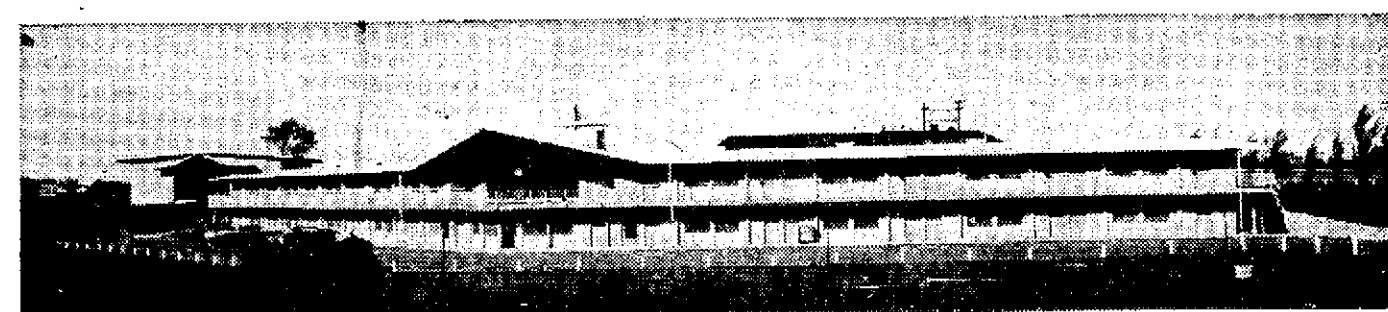
No one knows what the future holds but we at PRINTRON ENGRAVERS, Inc. think ours is quite rosy. After operating a small plant in Menasha for four years, we've just recently moved into our brand new home at 1265 Gillingham Road, Neenah. We've installed one of the state's largest molding presses for manufacturing rubber printing dies for the corrugated and container industries. With our capable employees, we think our future is quite rosy.

# PRINTRON

Engravers, Inc.

1265 Gillingham Road, Neenah, Wisconsin 54956  
Phone 725-5640 or 725-3078

## The GUEST HOUSE INN Village



The Fox Valley's Finest and Most Luxurious Pleasure  
and Business Location!

100 Beautiful, Spacious Modern Rooms



THE GUEST ROOM at Nearby 41 Bowl. Ideal for Banquets, Meetings, Conventions.



Typical Room. Includes TV, radio, phones, air conditioning.

Included in the complex are 36 automatic bowling lanes, summer pool, golf putting green, cocktail lounge . . . and plenty of free parking!

For Information or Reservations Call  
Mr. or Mrs. Harland Gross at  
734-9851



Right Next Door! The Famous Marc's Big Boy Coffee Shop.

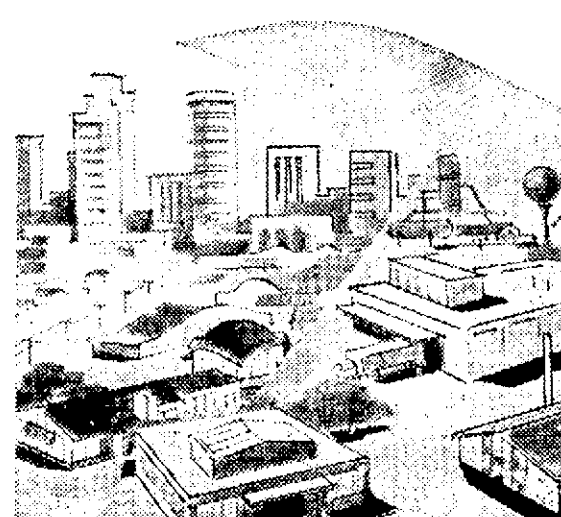
At Highway 41 and W. College Ave., APPLETON

## J. Fountain Lumber Co.



YEARS supplying  
building materials  
and woodwork for  
the Fox Valley.

Specializing in Commercial and Industrial  
Building Supplies; also  
Materials and Custom  
Millwork.



**J. FOUNTAIN**  
Lumber and Millwork Co.

129 W. State St. Appleton Dial 3-0411





Construction Is Well underway on the student center and power plant at the new two-year Wisconsin State University branch campus at Fond du

Lac. The \$5.1 million campus, located on State 23 east of Fond du Lac, is expected to be completed next September. (Post-Crescent Photo)

## Fond du Lac Campus New Horizons Seen

FOND DU LAC — Expanded horizons in education, cultural opportunity and service are in the offing for the Fond du Lac area as a result of one of the year's major developments in the community — the construction of the new Fond du Lac campus of the Wisconsin State University System.

The campus, to be administered by the Wisconsin State University at Oshkosh, will begin its first term this fall.

According to Dr. Willard Henken, dean, the new institution's prime purpose is to offer quality two-year education to students planning to transfer to degree programs at four-year institutions as well as to those planning careers in selected professional areas such as pre-law and pre-engineering. A secondary purpose will be to make available programs in special and continuing education, community service, and cultural offerings.

Basic to the philosophy of the campus is full emphasis upon quality teaching and a dedication to the proposition that excellence must be achieved in all human activity if our way of life is to endure, Dr. Henken said. Furthermore, the campus will be committed to the worth of the individual and to the individualism that undergirds democracy as we know and understand it in the Western world.

Construction is now well along on the campus, located in northeast Fond du Lac. The six buildings in the current program can accommodate an enrollment of 900 students.

### 300 Students

Up to 300 students, probably all at the freshman level, could be expected for the opening term next fall, Dr. Henken said. In September, 1969, the institution will move into a full freshman-sophomore program.

Wherever interest and need warrants, an adult-continuing education program will be offered at the Fond du Lac campus in cooperation with the Extended Services Division at WSU-Oshkosh, which has been sponsoring evening classes in the area for a number of years.

The proximity of the parent WSU-O campus with its considerable human and material resources will give great flexibility to the Fond du Lac offerings, according to Dr. Henken. Meeting the ever-changing educational needs of the people it serves is the "reason for existence" for all institutions of learning. A well-rounded program, curricular and co-curricular, along with the supporting physical facilities have been planned at

Fond du Lac with that fact firmly in mind. It, like the parent campus, Dr. Henken said, is an institution dedicated to quality university education and services in its area and the State of Wisconsin.

It should be anticipated, Dr. Henken said, that the Fond du Lac campus will develop a number of cultural and service programs on its own as well as taking advantage of cooperative ventures with WSU-Oshkosh. As the campus develops, discussions should take place on the possibility of establishing joint programs with the area vocational-technical school and Marian College, Henken said.

### Initial Faculty

The initial faculty at the Fond du Lac campus should be in the vicinity of 23 members, with another 15 persons in supporting staff positions, according to Dr. Henken. Staff in some specialized areas may be shared with WSU-Oshkosh.

Some 50 areas of study make up the academic program of the campus. Most of the areas relate to the liberal arts, educational and pre-professional fields. Credits earned will be available for transfer to other institutions since the parent university at Oshkosh is fully accredited.

Fees for Wisconsin residents taking a full program are presently projected at \$161 per semester, Henken said. A financial aids program will be available to assist needy students.

The long range development of the institution will depend on the evolution of education and educational needs in the State of Wisconsin, according to Henken. The present formula establishes the institution as a two-year branch campus to serve students in Fond du Lac and the surrounding area.

Basic financing for construction of the campus is being provided by Fond du Lac county with the cooperation of the City of Fond du Lac, state and federal governments.

Except for some shared maintenance expenses, the state will underwrite operational costs of the institution

## Six Reservists, Rifle Team Won Awards in 1967

Six Fox Valley area reservists won the Milwaukee Journal Outstanding Soldier Awards in 1967 and a Fond du Lac reserve unit took first place in state rifle competition for army reserve units.

Members of the army reserve who won the Outstanding Soldier Award included

SSgt Phillip F. Wurtz, 432nd Civil Affairs Co., Fond du Lac; 1st Sgt. Loyal Berg, Co. B, 291st Engineer Battalion, Fond du Lac; 1st Sgt. Edgar Walter, Co. K, 3rd Battalion, 334th Regt., Oshkosh; M-Sgt. James Zimmer, Co. A, 1st Battalion, 274th Regt., Appleton, and Pfc. James Marks, Headquarters and Headquarters Co., 2nd Battalion, 274th Regt., Menasha.

The only area national

Sunday Post-Crescent H 15  
February 25, 1968

guard member to win the award was Sgt. Robert C. Baier, Headquarters Co., 1st Battalion, 127th Infantry, Neenah.

The rifle team for the 432nd Civil Affairs Co. of Fond du Lac placed first in the state small bore rifle and pistol match conducted for reserve units.

## Marian College Philosophy Perfection of Potential Sought

BY SISTER FRANCIS  
ASSISI

Director of Teacher  
Education, Marian College

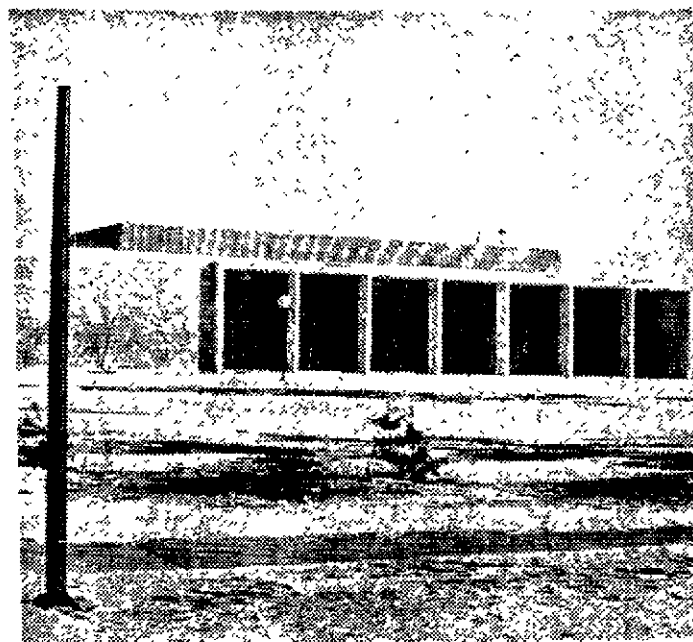
A statement of educational philosophy will include fundamentally a view of the nature of the educand and of education. The students at Marian College are women, most of them in late adolescence and early maturity. These women, like all human persons, combine within themselves in an essential and mysterious unity, the polarities of matter and spirit. They have actualized in relative degrees their varied potentialities: physical, emotional, rational, moral, imaginative or creative.

In short they have begun their education, which in its widest sense is the actualization of these potentialities. The more specific purpose of the college is the refinement, the perfection of certain of these potentialities or powers: the intellectual virtues of understanding, science and wisdom.

### Understanding

Understanding refers to man's capacity to grasp ideas, probe beyond sensory cues to the essence. It involves clarity, precision, objectivity, industry, research and evaluation. As a habit of the intellect, it counteracts shoddiness, superficiality and phoniness. Knowledge is fundamental to the cultivation of the habit of science, the power of the intellect to order, organize, analyze, synthesize, subordinate, relate and integrate.

Science assists the student to comprehend the variety of relations that exist among himself, God, man and the universe and offers him thus an immense and sustaining mastery of reality. Together with the habits of understanding and science, the student is



Marian College's student commons was finished late in 1967 to complete the new \$7 million campus for the school at Fond du Lac. The building is approximately 100 feet by 90 feet. (Post - Crescent Photo)

prepared to plumb and appreciate the ultimate meaning of reality — the intellectual habit of wisdom. This power, once developed and devotedly maintained, provides man with joy, tranquillity and wonder.

In a Catholic college, the mystery of man's capacity, through grace, to supernatural life is acknowledged. Thus in addition to the intellectual virtues, the theological virtues of faith, hope and love are encouraged. These add a new dimension to the person and open a unique domain of vision, strength and union.

### Prime Purpose

The Catholic college that perceives its raison d'être as the apostle of Christianity recognizes that the virtues of prudence and art, right behavior and right making, are requisite for appropriate professional service. Programs in teacher education, care of the sick, social work are not only appropriate but integral in the college curricula.

In an era of complexity and

dynamism, a simple philosophy may afford a maximum flexibility and preserve the most profound of the eternal verities. Quite clearly expansion or innovation at Marian College of Fond du Lac will be in tune with its fundamental philosophy. An increasing concern with human conditions will demand a heavier accent on the behavioral and social sciences. The urgent need for a reversal from the stultification of mechanism rooted in dependence upon technology calls for a more vital emphasis on philosophical and theological studies with worship assuming a truly central and integral force in the life of the student.

These emphases are presently engaging faculty committees to explore new patterns of scheduling the academic day and year, and more relevant methods of interacting with the student in the task which unites them mutually: the mastery of reality. These explorations are yet too tenuous for description but imply exciting promise.

## Development Firms Expand

State Leader in  
Number of Such  
Corporations

Post-Crescent Madison Bureau

MADISON — Wisconsin probably has more local industrial development corporations than does any other state. Division of Economic Development researches counted 280 such corporations, and noted that there may be a few more.

Among other findings: Sixty-nine of the state's 72 counties have at least one i.d. corporation, secretary of state's records show. The majority are in smaller communities.

More than 95 per cent were incorporated since 1951. There was a slight drop in incorporations in the early 1960's, but activity has since picked up.

Wisconsin preference is for stock (profit type) corporations, with 82 per cent in this category. Only 18 per cent are non-stock.

Common stock issue proceeds have been used primarily to obtain initial funds for working capital and land purchases, debenture proceeds for industrial building projects.

A total of 137 industrial building projects and 61 other types of transactions involving some kind of assistance in financing were identified from records of the Securities Department and of the Small Business Administration.

Fund raising activities have been concentrated in the last decade. More than 86 per cent of the bond issues and mortgages were negotiated after 1956, and almost 53 per cent since 1961.

Industrial development corporations have raised — or been the intermediary in raising — \$13 million for Wisconsin industries since 1945, more than \$8 million of the total since 1962. Securities issued by industrial development corporations account for about 41 per cent of the total, mortgage borrowings some 59 per cent.

Yesterday . . .  
Today . . .  
Tomorrow . . .

# WISCONSIN RENDERING COMPANY

APPLETON

A Name Well Known in  
This Area for Many Years

**Our  
Products**

We ship Meat Meal  
and Tallow to many  
States throughout  
the Country.

**Our  
Employees**

We have a staff of  
over 15 full time  
employees.

There must be a reason  
for the swing to...



100% INCREASE  
IN LAST 5 YEARS



In 1967 over eighteen million pounds of popular Hillshire Brand fresh meats, smoked meats and sausage were sold throughout central Wisconsin . . . representing a sales increase of over 100% in the past five years. Because of this increase, typical since our beginning, we now employ 163 people . . . all involved in processing famous Hillshire brand meat products.

Featuring:  
Wisconsin State Inspected

- HOME STYLE SAUSAGE
- MEATIER-TYPE PORK
- WESTERN FEED LOT BEEF

**QUALITY PACKING HOUSE**  
NEW LONDON, WISCONSIN





Photograph Taken in 1895

# THE ELM TREE STORY

EARLY IN 1880 people made trips to the little bakery located under the Elm Tree on College Avenue. By standards of the day, Elm Tree was a thriving business. Years of providing local customers with a variety of baked goods has built a widespread reputation, and now Elm Tree's distribution area covers 13 states, producing more in one day than it did in a year in the 1800's.

Independently Owned by Your "Neighbors" . . .  
Elm Tree management and ownership rests exclusively with active company officers and employees — citizens of your community.



Wisconsin's Freshest and Fine.



POST-CRESCENT MAGAZINE

# view

OF WISCONSIN LIVING

SUNDAY, FEB. 25, 1968



Solo! A Novice Pilot 'Takes Her Up' Alone for the First Time



# contents

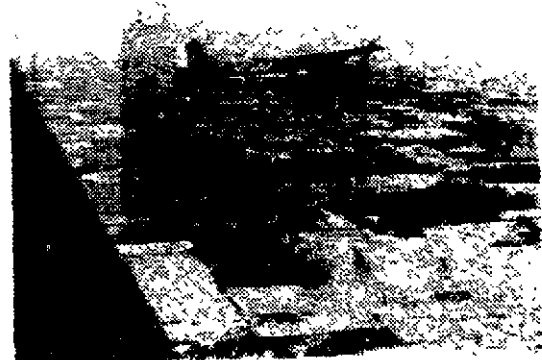
Historically Speaking	Page 2
Cover Story	Page 3
Down Clown Alley	Page 6
A Heart Is Renewed	Page 8
Wriston Revisited	Page 10
Outdoors Wisconsin	Page 12
Hints From Heloise	Page 12
Crossword Puzzle	Page 13
Quote-Acrostic	Page 13
Pet-igree	Page 14
Indoor Gardening	Page 15
Garden Diary	Page 15
Books in Review	Page 16
Sheinwold on Bridge	Page 18
Stamps	Page 18
Miscellany	Page 19

## cover

"Take it up" was instructor Bill Brennand's brief command to novice pilot Doug Koplein. And Koplein did just that — as he explains in today's cover story, starting on page 3. Although the flight in question did, indeed, mark his solo attempt at the controls, Koplein is no stranger to planes, having long been interested in sky diving as a hobby. (Post-Crescent Color Photo by Doug Koplein)

## view

OF WISCONSIN LIVING



# historically speaking

## Influenza Toll For Year 1918 Outstripped Dead in Battle

By Lillian Mackesy

**T**HE year 1918 is known by most Americans as the year World War I ended. Actually, this also was the year of an all-out citizen fight against the devastating influenza that swept across the nation. It rampaged with such savage swiftness that an official health census of 46 large cities showed 82,306 persons died from the disease between Sept. 8 and Nov. 9.

The influenza toll outstripped the American war dead on the battlefield, listed at 53,513 between the U.S. entrance in the war, April 6, 1917, to Armistice Day, Nov. 11, 1918. The two-month census was only for the larger cities where most deaths occurred and the disease was at its most virulent. These figures didn't include those people fatally stricken in America's smaller cities, villages, crossroad communities and the open areas in between.

Few escaped the dreaded "la grippe" or "Spanish influenza" that frequently turned into pneumonia. While one community passed its crisis, another was just reaching epidemic stage. In some places, a second epidemic started and this usually became more deadly than the first in intensity and seriousness of the disease.

### Wisconsin First to Respond

Wisconsin was the first state in the Union to heed the request of Surgeon Gen. Rupert Blue to take drastic steps to check the disease. Gov. E. L. Philipp authorized State Health Officer Dr. C. A. Harper to impose any health restrictions necessary to curb the flu and grippe. On Oct. 10, a directive went out from his office urging all local health units to close all schools, churches, theaters, movie houses and stop all public meetings.

Appleton Mayor J. A. Hawes and Dr. H. E. Ellsworth, city health officer, met daily to keep alert to the problem. The city then had no reported cases but the men began to plan their strategy in case it was needed. By Oct. 12, there were 12 reported cases of grippe, physicians refusing to tag it influenza. By this time Oshkosh had closed its schools and public places when several hundred cases of flu were reported; Green Bay took steps to combat the rising tide there. When Appleton's stricken rose to 310 cases (still called "la grippe" and not influenza), the authorities went into action.

This was Oct. 14, four days after state action and 300 patient illnesses later. Twelve of those stricken. Dr. Ellsworth reported in the two daily newspapers, had developed pneumonia and one death had occurred.

A ban or quarantine went into effect and was to last until state authorities lifted it Nov. 4. The advisory order of State Health Officer Harper became mandatory by mid-October. The ban prohibited organization meetings and even public church funerals; the order especially noted that if any person died of the epidemic disease, the coffin must remain closed.

Theaters in Appleton closed voluntarily before the



Oct. 14 order. Appleton Board of Education met at emergency noon meeting Oct. 15 to officially back Ellsworth's ban and his suggestion that schoolchildren be kept within their own neighborhoods, off the streets and not allowed to congregate in group bowling alleys, billiard and pool halls were closed, saloons were allowed to stay open but with loitering.

### First to Use Vaccine

Appleton physicians met on the ban day to plan for an orderly combat of the disease. Through the efforts of Dr. M. J. Sandborn, Appleton was one of the first cities in Wisconsin to use the anti-influenza vaccine, recently perfected by Dr. E. S. Rosenow, chief bacteriologist of the Mayo Institute at Rochester, Minn. Tested in 20,000 cases as an effective preventive, the limited supply in Appleton was to be augmented within a few days.

In Neenah-Menasha, where the epidemic was more severe than in Appleton, the newly organized Red Cross Chapter had its first emergency workout — baptism under fire. A ban already was in progress before the state order and this corps of women was ready to work in a community disaster as well as in a war effort. They went into action. The Red Cross chapter organized an influenza and disaster committee. Luckily, they had organized a tight, well-trained motor corps in September; these 16 women were to yeoman service in assisting the chapter's Home Service Department.

They transported food to stricken families and hundreds of errands throughout the day whenever need arose. A total of 266 meals were prepared and served to families in the Twin Cities and the annual Chapter report shows that 313 calls were made covering a total of 1,000 miles, all within a period of little more than 30 days.

Reports in the Appleton Post and Crescent from other cities spelled out the tragedy of this disease in the larger cities where it hit the hardest. By the time the crest of the epidemic was reached in Chicago, deaths from influenza were 375 a day with about 2,000 new cases reported daily. The disease then

CONTINUED ON PAGE 7



# SOLO!

## A Novice Pilot Takes to the Sky

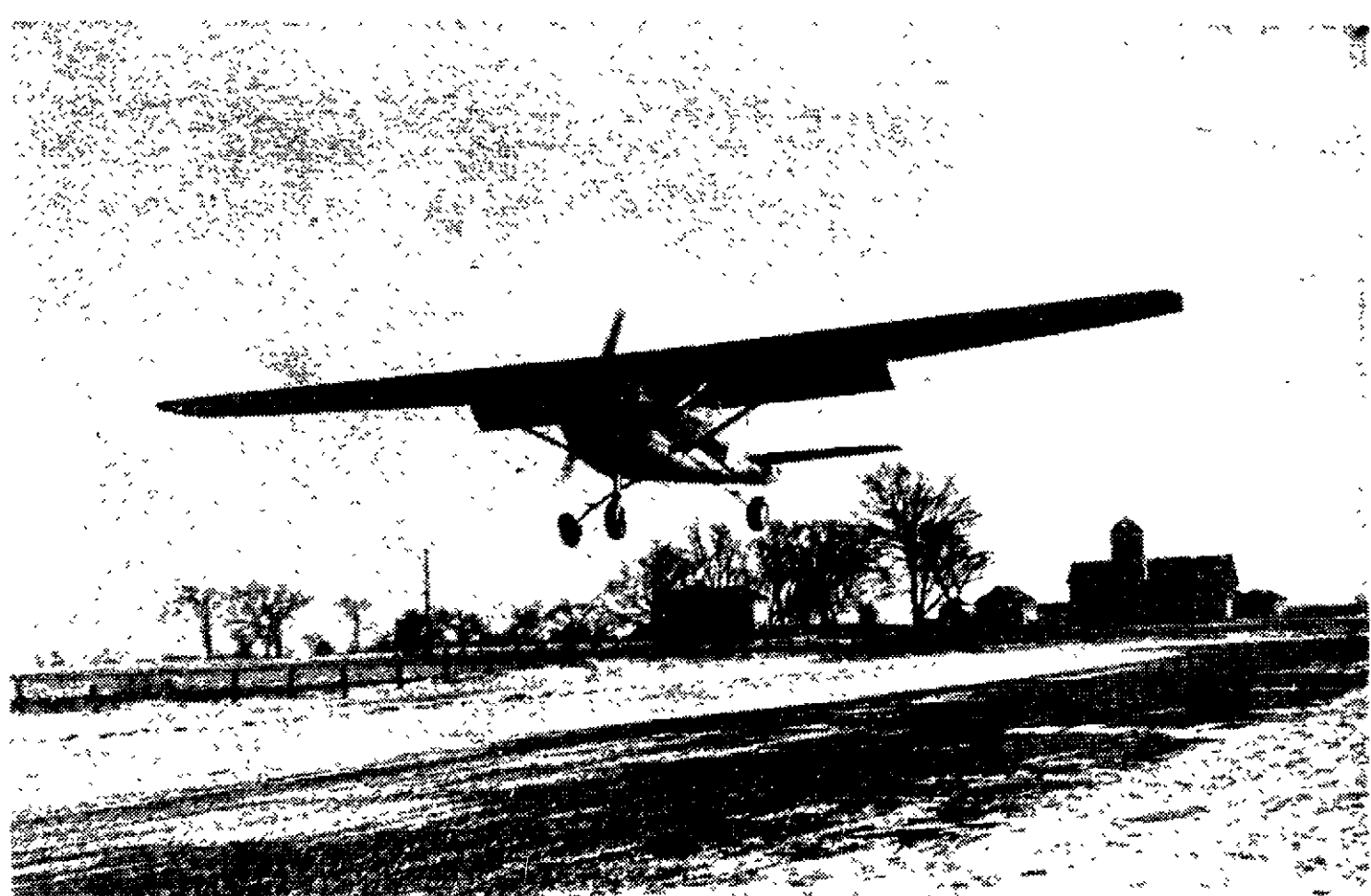
By Doug Koplein

The novice pilot swallowed hard two or three times as Bill Brennand stepped out of the plane and said, "Taxi down to the end of the runway and take it up. Don't leave the pattern—and remember, if you get into any trouble, just go around again."

The novice pilot was your reporter, and this was the moment for which he had waited since late September, when he began taking flying lessons.

No—come to think of it, it was a moment for which he had been waiting since the age of six, when he looked up and saw a World War II B-29 fly over his house. But he had never imagined how much there would be to learn before he could "take it up" by himself.

Now, at Brennand's airport 10 miles north of Oshkosh and six miles west of Neenah on County Trunk AG, the novice could not help fearing that he



*Up, Up and Away!*

*In normal take-off position, the aircraft rises once it has built up speed to the point where lift pressure overcomes gravity. (All Post-Crescent Photos by Doug Koplein)*

might be circling the field until the Cessna 150 ran out of gas and he was forced to land.

But with 10½ hours of flight behind him, and Brennand's able instruction, he succeeded in mustering enough confidence to "give it a whirl"—in the hope that the "whirl" would not be taken literally.

As he eased in the throttle, he felt the little plane slowly move to the end of the 2600-foot runway. The journey—short at other times—seemed to take an eternity.

At the end of the runway he checked for incoming aircraft. Seeing none, he turned the plane into position for take-off. This was it—either turn back now or go through with it.

He gunned the engine.

As the Cessna gathered speed, he recalled his teacher's words:

"The plane will fly itself; you just have to keep it straight on the runway."

He did, and as the pace quickened, he eased back on the wheel. Slowly the aircraft climbed into the aerial realm for which it was built. As the ground dropped behind him, he could not help wondering whether man had really been built for the same realm.

His instructor's words came back to him:

"An airplane is an airfoil designed to take advantage of pressure caused by moving air. The wings create a lower pressure above the surface thereby allowing it to fly."

The controls, now solely in the hands of the novice, were also airfoils. Through the back-and-forth movement of the wheel, he controlled the elevators located on the tail. As he eased the wheel back, he increased the under-pressure, and the plane nosed upward.

The novice recalled Brannand's explanation of the forces that react on an aircraft:

"Lift is created by the pressure which overcomes gravity, and thrust provided by the engine overcomes the drag created by the plane surface."

When the plane had reached 450 feet, the pilot leveled it out, checked for other aircraft and slowly started a left turn, which involved two other control surfaces. The first of these was the rudder, which controls the plane on the vertical or "yaw" axis.

The rudder is located on the upright portion of the tail section.

The other controls involved in the turn were the ailerons, located on the extremities of the wings. As a plane turns to the left, one wing is lowered, the other lifted, with the pilot changing the structure of the airfoil.

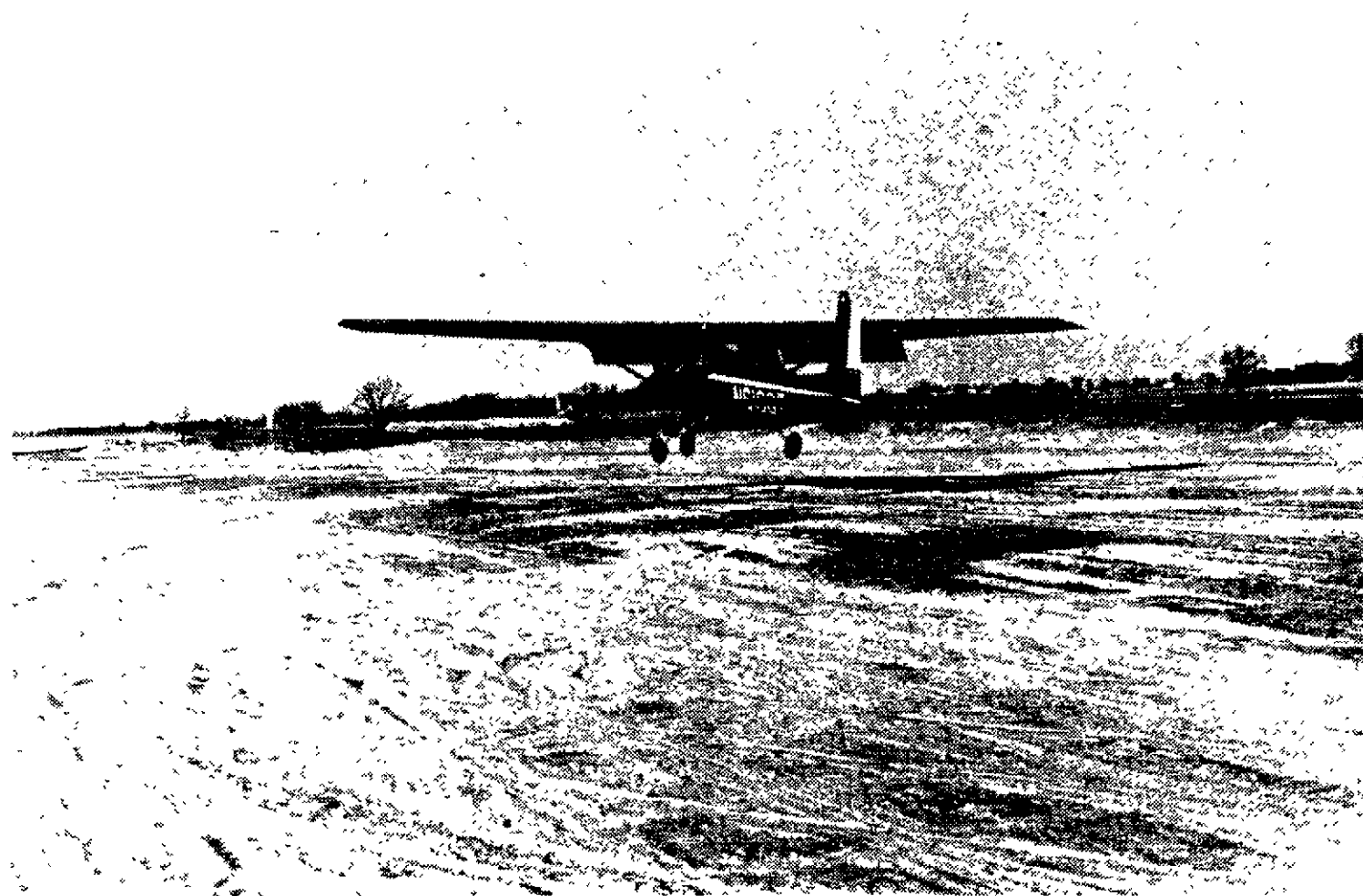
In flying, his instructor had emphasized, it is important to learn to coordinate the ailerons, controlled by the wheel, and the rudder, controlled by the feet.

As the novice brought the aircraft around the 90-degree turn, he remembered to roll out in a climb, to gain the altitude of 800 feet for a proper landing. He glanced down toward the runway at his left; already it had taken on the look of a storybook picture.

With the winds at 0 (perfect for flying), he judged that about half a mile would be enough to set up his landing pattern. Making his next "90," he reflected how strange it was that east was no longer east, or west west.

"Now east is 90 degrees," he thought, "south is

CONTINUED ON PAGE 4



*Down You Go*

*In a landing with full flaps, the inner portion of the wing is lowered to allow more rapid descent at a slower speed.*



# Lady Bird Shifts Campaign From Beauty to Crime Fighting

By FRANCES LEWINE  
Associated Press Writer  
WASHINGTON (AP) —Lady Bird Johnson started off election year 1968 by shifting attention from beautifying America to combatting crime in the streets.

In the campaign months ahead, the First Lady can be expected to spotlight the Democrats' major theme of law and order and to take on such projects as consumer legislation, antipoverty efforts and a "See America" drive.

Busily devoted to promoting the President and his program, Mrs. Johnson will just be doing what comes naturally in the tourism area. She already has chalked up over 100,000 miles of travel across the U.S. as First Lady.

Now, her visits to small towns and big cities, national parks and points of scenic and historic interest can be right in with Johnson's efforts to cut down the balance of payments deficit.

In a recent interview she took stock of her more than four years as First Lady. The President's wife said she found herself challenged as never before in these White House years; that she has had to try harder and has lived more intensely than ever.

She has energetically taken to a role that includes being hostess to a growing parade of visiting world leaders and trying to tell Americans what the Great Society is all about.

Just past her 55th birthday, Mrs. Johnson is still the trim, slim size 10 she was when she moved into the White House. With a regimen of diet and exercise readily available at the White House—swimming and bowling—she maintains unusual stamina and good health.

While her husband has undergone operations and hospitalization during his presidential tenure, Mrs. Johnson's worst ailment in four years was viral laryngitis that lasted about three days.

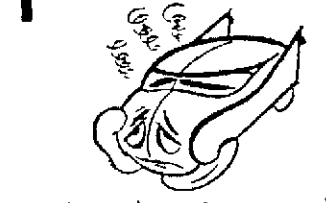
Now that her two daughters, Lynda, who will be 24 in March, and Luci, 20, are married, Mrs. Johnson can direct even more attention to her husband and his problems at home and abroad.

## Campaign Anyway

Though President Johnson may not announce his intention to run for re-election before the Democratic National Conven-

## How's Your AUTObiography?

By Sy



This column is prepared by John Sybelson, area license examiner with the Wisconsin Department of Transportation. He and his fellow examiners will answer questions on driving sent to Sy, in care of The Post-Crescent, Box 559, Appleton, Wis. They also welcome any suggestions or hints to improve driving or that aid the motorist.

**QUESTION:** What type of accidents will cause the driver to lose his license?

**ANSWER:** You will lose your license for any accident in which a fatality occurs and when convicted of a traffic violation.

**QUESTION:** What is the safest driving speed?

**ANSWER:** The safest driving speed depends on many factors. The condition of the driver, the road, and the weather all are factors that affect the speed a person should drive.

**QUESTION:** If a car starts to pass another car on a highway without signaling a pass to the other car, and a collision follows because the car being passed turns into the passing car, whose fault is it?

**ANSWER:** Carelessness on the part of both drivers. The driver passing for not signaling or sounding of the horn, and the driver of the car being passed for not looking back before a lane change. In a case like this, both drivers would receive a citation for their errors.

**QUESTION:** Is it against the law not to wear seat belts?

**ANSWER:** Right now there is no law to force a driver to wear seat belts although they are required on cars. However, if you have them, wear them.

As a driver grows older, he is more apt to collide with another vehicle than with a fixed object, according to a study made of Oregon traffic records. The tendency to run off the road, overturn on the roadway or strike a fixed object decreases with age. But being young is hardly worth it, if you have to run off the road to prove it.

tion in August, his wife will be out "campaigning for the Democratic ticket," a member of her staff said.

If it's anything like 1964, Mrs. Johnson will "hit the ground, running," as she described it in that peak year of 45,000 miles of travel, including whistle stop campaigns by train and plane.

At the start of 1968, four Cabinet officers and some 15 national organizations already had proposed projects for the President's wife to take on. Typical of the invitations—and one likely to be accepted—was a bid to appear before 2,000 of the nation's architects at their annual convention in Portland, Ore., in June.

And you can certainly bet Mrs. Johnson's staff will cook up something to match her "Lady Bird Special" train tour of 1964.

"Everyone thinks they can promote their programs better if she's with them," one administration official explained. That goes for politicians, too.

Mrs. Johnson, who has proved she can handle hecklers if she has to, is basically a soft-sell campaigner.

She proved her effectiveness with beautification—a project that caught on across America.

"I just stepped on a moving train," Mrs. Johnson explained. "There was a rising tide of interest in the country."

**MORE**  
Now, some observers think there may be a jet plane waiting to take off with a Mrs. Johnson-sponsored citizens campaign to combat crime in the streets.

White House aides first viewed with dismay Negro singer Eartha Kitt's emotional reaction at Mrs. Johnson's January luncheon focusing on what citizens can do about growing crime in their communities.

Miss Kitt said she thought the ladies didn't get to the crux of the matter. As she saw it: American youth is rebellious and angry and taking to marijuana because of the Vietnam war.

## Constructive Aims

Mrs. Johnson had her answer to that: "Just because there is a war on—and I pray there will come a just and honest peace—that still does not give us a free ticket not to work on bettering things in this country. We must keep our eyes, our hearts and our energies fixed on constructive aims and try to do something that will make this a happier, healthier, better-educated land."

After the Kitt incident got widespread publicity, Mrs. Johnson said she was sorry the "shrill voice of anger and discord" obliterated the real object of her luncheon discussion—to show some practical ways for women to get to work against crime in their hometowns.

But, it produced an outpouring of several thousand letters, telegrams and phone calls, expressing sympathy for Mrs. Johnson and indignation over Miss Kitt's response. There also were pro-Earth Kitt pickets and the issue was the subject of newspaper editorials and letters to the editors.

The White House now seems aware of what some political experts have written—that attacks on the First Lady have a favorable backlash.

And, along with the comments came a substantial offer of backing from the president of the six-million-member General Federation of Women's Clubs.

"We stand with you in your effort to emphasize individual and community responsibility in the fight against crime," wrote federation president Mrs. E. D. Pearce of Miami, Fla.

There is "No more affected or effective group than women," she told the First Lady, adding, "I have asked the near 15,000 federated clubs across America to help in the fight by volunteering service to their community law enforcement officials, by calling town meetings to discuss the crime crisis and by finding ways to meet it."

Within two weeks of the First Lady's anticrime luncheon, 27 other organizations had written in offering to join in a campaign to make the streets safe again.

It was all reminiscent of 1964 when campaign heckling had turned to advantage for Mrs. Johnson.

## Determined, Too

Mrs. Johnson may appear the smiling Southern Lady, but she also is disciplined and determined.

When You Rent a Piano at

## HEID'S

of Appleton

It Costs ONLY \$6.75 Per Mo

in me the feeling that I think is shared by millions of Americans that we've got to start having more respect for the law. It must be cool and firm and measured. But I think the desire and determination is there on the part of the majority of Americans and we must start more firmly enforcing the law."

Some observers expect Mrs. Johnson to be subjected to increasing picketing and demonstrations by antiwar groups in the forthcoming campaign.

There is no indication, however, that Mrs. Johnson plans any changes in her normal pattern of public appearances.

Through the years in the White House, with an energetic staff headed by ex-newspaperwoman, now press secretary Elizabeth Carpenter and social secretary Bess Abell—daughter of former Kentucky governor and U.S. Sen. Earle Clements—Mrs. Johnson has combined social activities and travels to underline her husband's Great Society efforts.

She has gone out to slum areas to see Head Start antipoverty, VISTA and Teacher Corps and education projects. She has made scores of speeches on themes of beautification and urging women and young people to get involved in their communities.

Keynoting a White House Conference on Natural Beauty, Mrs. Johnson early explained why she thought a beautification effort was important: "Ugliness creates bitterness. Ugliness is an eroding force on the people of the land."

Creating a Committee for a More Beautiful Capital in 1965 to make Washington an example of what could be done in other cities, Mrs. Johnson has helped funnel donations of over two million dollars into improving parks, school playgrounds and promoting slum area clean-up campaigns. She said her committee put money into rat extermination "before rats

February 25, 1968 Sunday Post-Crescent A12

achieved quite the prominence" they did when Congress finally got into it.

Now, a separate two-woman staff handles beautification at the White House and mail on that subject still averages some 200 letters a week.

Mrs. Johnson steers clear of any public stand on conservation or beautification controversies. Whether or not she has any real influence—or takes any part in these issues—the public thinks she does. And they appeal to her in such efforts as opposing building of a government-proposed Grand Canyon dam, now abandoned, or to save the California Redwoods. The latest hot issue as reflected in Lady Bird's mail concerns a proposed Red River Gorge dam in eastern Kentucky.

As an example of what she considers her "most satisfying and substantive" trip, Mrs. Johnson cites a 1967 visit that took her to an adult education class in Asheville, N.C., a Teacher Corps project in an isolated Appalachian Mountain region and to a rising new community college in the suburbs of Nashville, Tenn.

Mrs. Johnson agreed with the title her staff gave the tour—"Adventure in Education." She said in Asheville that 5,000 people, 18 to 82, had gotten the equivalent of a high school diploma in one year—"to me this is very thrilling."

As for the impact of her trips, Mrs. Johnson says she just hopes to focus attention on things like this. "If in any measure my being there, and the stories that were written about it brought that to public attention as something good to do and that folks were proud their tax money was being spent on it, I'm glad."



# Penneys' self-insulated heavyweight draperies that keep out noise, heat and cold...beautifully! Machine wash, never iron!

Now's the time to buy new draperies to put up when you've finished your spring cleaning. These beautiful draperies have superb textures, weaves and colors. The acrylic foam back self-lining gives them wonderful draping body and richness. But, the best part of all is the ease of care! Machine wash and tumble dry. No ironing required.

**TIQUE** jacquard weave that's always treasured and admired. This no-iron rayon/ cotton backed with acrylic foam looks like dollars more! 2-year sunfade guarantee.\*\*

50" WIDE, FLOOR LENGTH, REG. 8.98, NOW

**TEXTURED CLASSIC** in handsome dobby weave. This machine washable rayon/cotton is woven in a two-tone. 2-year sunfade guarantee.\*\*

50" WIDE, FLOOR LENGTH, REG. 9.98, NOW

Comparable savings on sill lengths, floor lengths, single to wall to wall . . . in stock or rush ordered.

\*\* If color fades within 2 years, return it to us for refund or free replacement.

**TIERRA** Sheffield insulated lavish brocade. This cotton/rayon blend brocade is Penn-Prest to machine wash with no ironing. Carries a 5-year sunfade guarantee.\*

50" WIDE, FLOOR LENGTH, REG. 10.98, NOW **8.99 PR.**

TIERRA TABLE		50"		75"		100"		125"		150"	
Length	reg.	now	reg.	now	reg.	now	reg.	now	reg.	now	reg.
30"	8.49	7.19									
36"	8.98	7.44									
45"	8.98	7.44	16.98	14.99	21.98	19.49	28.98	25.99			
54"	9.98	8.39	17.98	15.99	22.98	20.49	30.98	27.99	34.98	31.49	
63"	9.98	8.39	17.98	15.99	22.98	20.49	30.98	27.99	34.98	31.49	
72"	10.59	8.59	18.98	16.99	24.98	21.99					
84"	10.98	8.99	19.98	17.99	25.98	22.99	33.98	30.49	38.98	35.49	
90"	10.98	8.99	19.98	17.99	25.98	22.99	33.98	30.49	38.98	35.49	
95"	11.98	10.22	20.98	18.49	26.98	23.99	34.98	31.49	40.98	37.49	
99"	12.98	11.22	21.98	19.49	27.98	24.99	35.98	32.49	41.98	38.49	

\* If color fades within 5 years, return it to us for refund or free replacement.

YOUR FRIENDLY PENNEY STORES

DOWNTOWN APPLETON FOX POINT PLAZA—NEENAH



# Apprentice Gains Self-Confidence

CONTINUED FROM PAGE 3

180 degrees, west is 270 degrees and north is 0 and 360 degrees."

Upon completing the turn onto the downwind leg, he reached 800 feet. At this point his altimeter read 1,600, because the Fox River Valley is about 800 feet above sea level—the figure always indicated by the altimeter.

He eased the throttle back to 2400 revolutions per minute.

"It's funny how much one learns about himself when he learns to fly," he said to himself while the plane took care of itself. "Most important of these is self-confidence."

He looked down. As he reached the end of the runway far below him, he cut all power and turned on the carburetor heat. This, his instructor had pointed out, was to set up a good glide pattern—essential for a successful landing.

As he glided out past the end of the runway, he eased the plane around another 90-degree turn, to the base leg of the approach. He recalled Brennand's words about the air speed, which was to stay at about 75 m.p.h.

"If you are going faster than that," the teacher had said, "it means your nose is too low and you will fall short of the runway; too slow means the nose is too high."

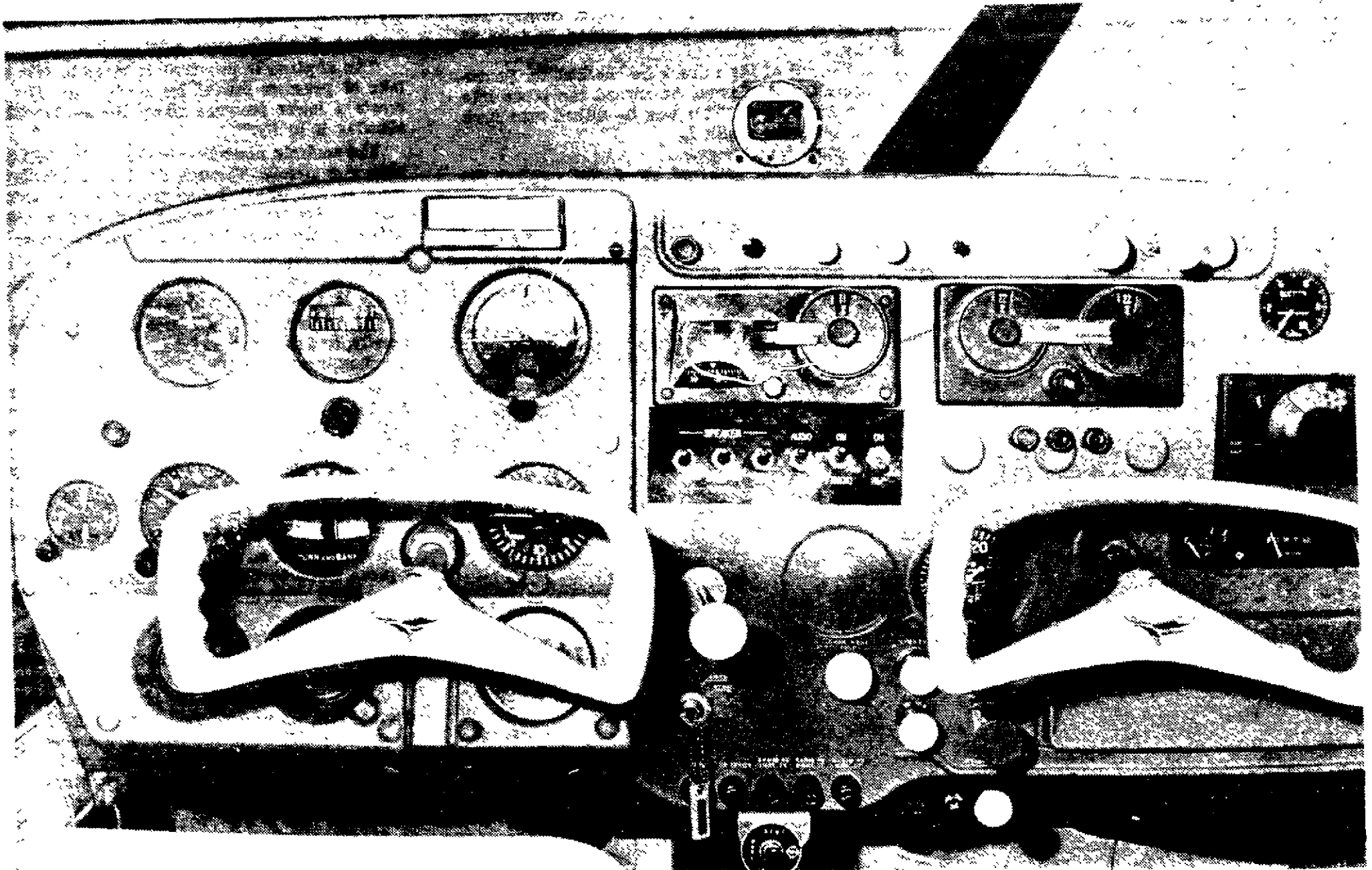
Since his air speed was about 82 m.p.h., he pulled back on the "stick," to bring the speed down to 75. By this time he was halfway to the point where he would turn to make his final approach.

"Right here is the decision point," Brennand had said. "You decide if you are going to be short of the runway or if you are long. If you are going to be short, you turn now to get to the touchdown point

CONTINUED ON PAGE 4

## View From the Top

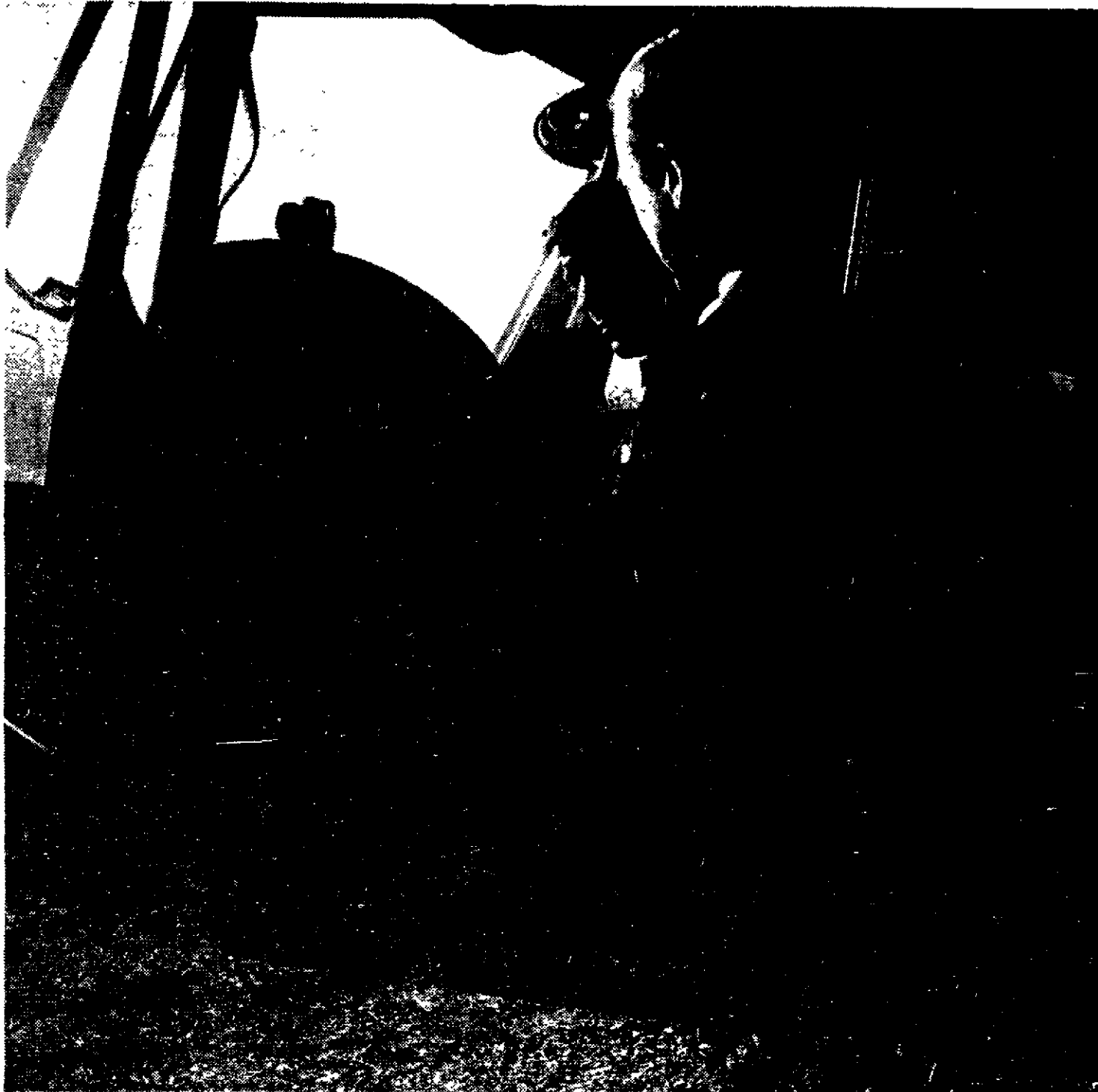
Once the plane is in the air, the runway takes on the look of a storybook picture.



## Panel Show

Revealed in this photo is the general layout of the airplane's dashboard, or control panel, with engine gauges on the right, and flight instruments on the left.





### At the Controls

Seated in the cockpit of the light plane are student Doug Koplein and instructor Bill Brennand.

CONTINUED FROM PAGE 4

faster. Or, if you are going to be long, now is the time to add some flaps."

Flaps, the novice recalled, serve two purposes. First, they slow the plane down; secondly, they allow the plane to descend faster.

Deciding he would be a little long, the novice reached down and lifted the lever two notches. Immediately, the nose of the plane rose from its spot below the horizon.

"Always push down on the stick when you add flaps," Brennand had frequently pointed out.

As the Cessna rounded the turn onto the final approach, the student pilot recalled the time when Brennand had created a little emergency situation just for practice.

The plane had been ready for touchdown with full flaps (four notches) when Brennand said:

"OK, let's go around again. Add full power."

This made the plane labor to gain speed, because of the terrific drag caused by the lowered flaps. As the air speed gradually increased, Brennand had said, "Now ease off the flaps." And the plane gained altitude.

"This is to show that before a plane can climb it has to have speed," the instructor had explained.

On the final approach to the field, the soloing novice lined the plane up with the runway, trying to estimate where he would be. Deciding that he must be just a bit short, he pushed the throttle in sufficiently to carry him to the end of the runway.

This was the showdown. He must bring the plane in, or stay up here all day, with the "chicken feathers" growing more with each go-around.

The plane was reaching the end of the runway

now, and the novice judged that he was coming in just about right. At a point about 10 feet off the ground, he slowly began to ease the "stick" back, while keeping one eye on the runway to make sure he was making a straight approach.

As the craft settled down, he pulled back further on the stick, recalling the instructions not to "let the plane land." Slowly, it settled down. He was on solid ground again. But not for long—he had pulled back too fast. The plane ballooned up and settled down rather abruptly. But he was down.

He had soloed.

Once on the ground, he thought back to the coaching he had received about landing:

"In doing this you glide along the runway, and the plane, since the power has been cut, will slowly settle down by itself."

Brennand, with 20 years of experience as an instructor, has some interesting observations about novice pilots.

"As an instructor learns a lot more about a student than the student realizes," he says, "because you see how the individual reacts in stress situations. And most students make the same mistakes. In fact, I know just about what mistakes they are going to make before they make them."

There are many reasons for a person learning to fly, he observes.

"One is for relaxation. Many of the people who fly here come out and just take off and get away from it all. Another is purely fast transportation, while others are for sport or hobby or simply fulfilling a childhood dream."

Which was exactly why this novice — your reporter—had soloed that day.

## HEARING PROBLEM?

Ask us about our exclusive 30-day Rental Trial Plan.

1. RENT NEW AID—Latest Types
- 2.—30 Days only \$15.00
3. Return if not 100% satisfied.
4. No further obligation.

### HAVILAND HEARING AIDS

"Across from Sears"

323 W. College Ave. — 733-7525

Authorized Zenith Dealer



Richard H. Haviland  
Certified Hearing Aid  
Audiologist



## LA-Z-BOY®

*Chairs With a Flair for People Who Care*

Whether your taste is in the traditional, contemporary or modern, there is a La-Z-Boy style to harmonize with the gracious living of your home.

Each La-Z-Boy offers you the luxurious comfort of reclining, TV viewing or full bed napping... and, best of all, you can have the real comfort in 3 positions with or without reclining the chair. It is called, the Comfort Recliner, another exclusive La-Z-Boy feature.

## HEIMAN'S FURNITURE & SLEEP SHOP

Located on Midway Road Between  
Appleton & Menasha — Dial 733-5673

## ASK

### HOW DO YOU QUALIFY FOR GOOD STUDENT DRIVER CREDIT?

We furnish you a certificate which you have signed by your high school or college dean, showing:

1. You have a "B" or 3 point (or equivalent) average; or
2. You rank in the upper 20% of your class; or
3. You are on the Dean's List or "Honor Roll".

Call us for this Certificate. You will not waste your time; qualified students are entitled to a discount... may be as high as 25%.

## ARNOLD EVANS INSURANCE

For Your Life—Your Home—Your Business—  
Your Auto—Your Peace of Mind

211 N. APPLETON ST., APPLETON, WIS.  
Telephone: 734-1241 — 24 Hour Service



By James Colby

# Strolling Down

**G**REEN BAY—Emmett Kelly, the "Clown Prince of the Circus World" and the original "Weary Willie" of the big top, is coming to the Brown County Arena for a three-day appearance with the Dobritch International Circus, March 1, 2 and 3.

He is, of course, just one of the big-name stars in the cast of 200, including such performers as the trick-riding Hannefords; the solo trapeze artist, Princess Tajana; the wild animal trainer, Pat Anthony; the Flying Palacios, the Zacchinis, Jeannine Pivoteau and many others.

But he is Emmett Kelly, the raggedy bum with the putty nose, the baggy pants, the tattered coat and battered hat, the black whiskers and the painted white mouth about the size of a tricycle tire. He is Emmett Kelly, the veteran who has clowned his way around the world, into every corner of the nation and into the hearts of millions. He is the master clown of today, yesterday and yesteryear.

## Known by His Face

Kelly is as well known by the face he wears as by the name he bears. His whole life encompasses much of the history of clowning, the oldest form of entertainment in the world. There is, in his grotesque facial adornment, the artistry of clown make-up. The fact that no one has ever appropriated or copied this make-up or his costume reveals the respect the big-time clowns have for the moral copyright each and every one has on his own designs.

"Weary Willie" came to the circus world by accident. In his youthful days Emmett Kelly was a cartoonist—a cartoonist whose wish and ambition was to "join the circus." In his spare moments behind the drawing board Kelly sketched real and imaginary circus characters, and "Weary Willie" appeared out of nowhere.

Somehow, "Weary Willie" would not leave the brain of Emmett Kelly. He appeared and reappeared on that drawing board.

Then, in the early twenties, Kelly got a job with a dog act, and his show business career was started. When the opportunity came, he went into "Clown Alley," and "Weary Willie" came off the drawing board and into real life.

To the average circus patron many of the costumes worn by the clown "tramps" would appear to be nothing more than discarded clothing from a dump. But the Kelly costume, like the costumes of others, is as carefully designed as the most gorgeous costume in an ice show or theatrical production.

It must be torn in the right places: it must have patches and safety pins; it must have a tie that is ludicrous and completely out of keeping with the rest of the garb. So, with all the sophistication and embellishment that has come to the modern day circus, "Weary Willie" has never changed his costume design, and each outfit is made up to look exactly like the one that must be discarded.

## Alley's Boss Man

In addition to Kelly, the Dobritch Circus will bring to the Arena other internationally-known clown stars. One such star is Alfredo Landon, Boss Man of the Alley, the man who tells the other clowns—except Kelly—what to do, when to do it and how to do it. He is to Clown Alley what the producer and choreographer is to the ballet and musical and dance productions.

He has with him in the Alley such characters as Ray Cosmo, better known as Bozo; Geoff and June Dewsbury, the British dwarf duo; the Sherman Brothers; Jack Healy, Dukey Anderson and Ernie Burch, who is "Blinko" in the circus realm. "Blinko" was one of the American clowns chosen to go with the American circus that was sent to the Soviet Union in the cultural exchange program that brought the Moscow circus to the United States.

Landon, now closing with the Circus at Milwaukee, looks upon clowns as artists, actors and actresses.

He contends that it takes a very special breed of men and women to clown. He contends, also, that clown acts must be changed to meet the changing times.



**Alfredo Landon**  
*World-Famous Producing Clown*



**Geoff and June Dewsbury**  
*Comedy Dwarf Duo*



# Clown Alley...

and conditions; that "what was funny last year may not be funny this year. Clown acts must have universal appeal designed to please the Eskimo in Alaska and the bathing beauty in Florida—and, most important, the kids through the nation."

## Pie in the Face

As zany and uncontrolled as clown acts may appear, Landon asserts, they are as well developed and rehearsed as any other act in the show. Every fall is on schedule, every pie in the face must take place at the same time and place today as it did yesterday. And if and when an accident occurs, there must be no panic among the clowns; it is their job to shield the fallen performers and avoid shock to the audience.

Landon says that the "Joeys" in the Dobritch circus are among the best in the business. And then he explains that the name "Joeys" was given the clowns many years ago as a sort of tribute to the Great Joseph Grimaldi, who was "Joey" to the entire world of circus performers.

They'll all be in Green Bay for seven performances. On opening day there'll be a show at 4 and 8 p.m.; there'll be three shows on Saturday, a matinee at 10 a.m., and at 2:30 p.m., and an evening show at 8 o'clock. On Sunday, closing day, there'll be shows at 2:30 and 6:30 p.m.



**Emmett Kelly**  
Creator of 'Weary Willie'

# Ambulances at the Front Door—Hearses at Rear

CONTINUED FROM PAGE 2

spreading rapidly to the outlying districts and downstate communities.

## State October Deaths 3,000

October deaths in Wisconsin reached 3,000, mostly in Milwaukee, where the hospitals were so full and the shortage of workers so great that sailors from the Great Lake Naval Training Center were sent as corpsmen. The Milwaukee Auditorium became an emergency hospital with ambulances approaching the front door with new flu and pneumonia victims while the undertakers' wagons were lined up at the back entrance, ready to take the dead away.

The navymen came by the hundreds to work in crews of 20 to 25 men under an officer or assigned leader on four-hour shift duty as hospital aides. They wore masks while on duty; after each shift they reported to a central headquarters established in downtown Milwaukee for a throat swab and check-up.

Fortunately, the epidemic never reached such serious proportions in the Valley, largely because of the early precautions. "Anyone with a cold, cough or sniffles in a public place should be informed firmly that his presence is not wanted," declared Dr. Ellsworth, who pointed out that the sickness could only be "licked with citizen cooperation."

## Post Editor's Viewpoint

"It really matters very little what we call the epidemic that is sweeping the country," said the Appleton Post editor Oct. 26, referring to the flu versus gripe diagnosis in the city.

"It has been admitted that 'common colds' are contagious, he said, "and when a community the size of Appleton develops hundreds of reported cases (to say nothing of those not reported to the health officers or physicians) at a time when similar cases

are on the increase in other states and fatalities are counted by the thousands, the situation demands concerted action for public officials and every citizen in the community."

He made clear that in spite of the rigid precautions taken by the city, every household must cooperate or protection of the public quarantine would be lost. The mayor praised the liberal use of sprinklers, hydrants and hose as against dry sweeping of streets and walks, noting that flying dust is "one of the most effective carriers of disease, particularly those, like influenza and kindred, which enter the body through mouth and nose."

He spoke out for prevention, "always the better and cheaper course than a cure." He urged Appleton to keep up its vigilance, which every community in the nation must do, because "We cannot afford anything less."

## Other Side of the Coin

The month-long ban or quarantine had its community effect, too. For instance, the "hello girls" at the telephone company were overworked. They got such a workout that a special newspaper item requested citizens to curtail their telephone conversations to house-bound friends and relatives. Liberty Loan block workers and the war groups substituted the phone for their usual visits.

It had repercussions on Lawrence campus. When the College took steps to prevent the spread of the flu, women students living on campus were not allowed to leave the grounds while town students were excluded from classes. Inoculated at Alexander Gymnasium one weekend were 418 men students so that their work in the Student Army Training Corps (SATC) could continue as part of the war effort.

As a result, students on campus began dreaming up group activities, frequently performed outdoors. Rather than miss classes, commuters or walking

students moved into dormitories prepared to pay room and board for the quarantine duration. This last student move to overcrowd the dorms prompted authorities to relax the rules and resume classes for all students, especially since the incidence of the disease was at a minimum at the College.

Barbers in the Fox Cities took to handmade, hand-decorated masks for both themselves and their customers in barber chairs. An artistic rivalry of a sort even sprang up.

## No Political Campaign Speeches

The most unusual happening in the state's history was the political picture. For the first time, politics in Wisconsin was adjourned and a November election was held without one campaign speech. The losers could blame the epidemic.

Both party conventions, before the epidemic, had agreed to hold off campaigning until after the critical Victory war loan drive ended. Before the drive ended, the flu was on its way, spreading havoc throughout the state and the ban on all public meetings was being enforced.

It was a different collection of communities for a month, as one writer made clear. "Since the influenza ban has been plastered upon the unsuspecting in the streets, in the pool halls, and the joy places of Appleton, the hard-pressed germs have been driven hither and yon, all silently looking for some easy victim. But to no avail. A public meeting is a thing of the past, something to look backward at and forward to.

"It's peculiar," the writer concluded, "how an all-sweeping order by the health department can place the life of a live city in the ranks of the humdrum and routine."

That's the way it was — that month in the year 1918. But it was all over when the ban was lifted Nov. 4.

# His Legacy: Life to 50,000

WASHINGTON (AP) — It is 8:05 on a gray, misty, winter morning, but activity already is at a high pitch in a brightly-lit operating room on the fourth floor of Georgetown University Hospital.

A complex surgical operation is to begin within the hour.

The patient, a 39-year-old short-order cook from Wilmington, Del., lies on the operating table, deep in the sleep of anesthesia.

A six-member surgical team —anesthesiologists,

---

*The recent heart transplant operations in South Africa and the United States were another advance in an evolution in cardiac surgery that began 15 years ago when Dr. Charles Hufnagel inserted the first artificial heart valve in a human. AP Science Writer Frank Carey offers a step-by-step account of an operation in which Hufnagel implanted the latest model of the valve, adding another life to the 50,000 the device has saved.*

---

nurses and assisting surgeons—hovers about the table, preparing the man for surgery.

The patient's ruggedly-built body suggests a vitality difficult to reconcile with five years of ever-worsening heart trouble. But his doctors say that only the replacement of a damaged aortic valve can save the man's life.

This morning he is to get that valve. Dr. Charles A. Hufnagel, the 51-year-old Georgetown surgeon who invented the artificial heart valve and pioneered in the surgical techniques of implanting it, will perform the operation.

The doctor will remove the patient's diseased aortic valve and replace it with the latest model of his artificial valve, closest substitute yet for the natural valve that controls bloodflow through the aorta, the body's major arterial pipeline.

The operation in Suite No. 3 at Georgetown will be "open-heart surgery." A heart-lung machine will take over the patient's life-sustaining functions while his heart is literally put out of circulation for an hour or more as surgeons work within it. Basically, this same technique was used in the South African and American heart-transplants.

## Femoral Artery

Two surgeons have made a cut in the patient's left thigh, near the groin, to expose the large femoral (thigh) artery. In this artery, they will implant an outlet tube from the heart-lung machine wherein the patient's own blood—fed into the machine by another tube to be implanted near his bypassed heart—will be freshly oxygenated. The ingoing conduit to the machine can be placed only after the patient's heart is exposed.

At 8:06, one surgeon begins threading a thin plastic tube into a blood vessel in the patient's outstretched left arm.

The tube is one of several that will be used during surgery to tap blood samples for testing, or to inject emergency drugs, should they be needed.

Already in place are electrodes to keep a constant check on the man's heart-muscle function and blood pressure. Readings show up as jumping blue dots on an instrument resembling a television screen at one end of the 18-by-24 foot room.

On one wall of the room hang two huge X-ray films showing the patient's ribcage and his disease-swollen heart; on another is a large crucifix.

In 1952, Hufnagel had made medical history by

inserting his first plastic valve in the aorta of a middle-aged woman, climaxing years of research during which he was told repeatedly by other doctors—"even including my own physician-father!"—that his goal was impossible.

Hufnagel's original aortic valve was an ingenious ball-in-a-cage valve that clicked noisily—a minor problem long since solved—as it alternately released and stopped bloodflow through the body, in tune with the rhythmically-pumping heart.

It was the grandfather of various mechanical valves developed by Hufnagel and other researchers, and now available as substitutes for all three valves of the heart—the aortic, the mitral and the tricuspid. Approximately 50,000 of them have been implanted by surgeons since Hufnagel's first one. And, virtually all the recipients have been saved from death or from lives as cardiac cripples.

Today's patient is to be among the first to receive Hufnagel's newest development—a tough but flexible



While complete heart transplantation has been successfully accomplished only recently, heart valves have been replaced since 1952, when Dr. Charles A. Hufnagel introduced a successful replacement for the aorta valve of the human heart. Since that time, the "ball-in-a-cage" valve has been streamlined and made to conform to the

major heart valves, with possibly as many as 50,000 implanted by surgeons throughout the world. Installing his latest aorta valve in an operating room at Georgetown University Hospital, Washington, D.C., Dr. Charles A. Hufnagel, right, wearing spectacles, is assisted by Dr. Peter Conrad, directly opposite. (AP Newsfeatures Photo)



# Hearts

aortic valve that for the first time simulates the flap-like action of the natural valve.

It is fabricated of plastic mesh attached to a covered metal ring, about the size of a 25-cent piece.

Now, it's 8:40 a.m., and the pace in operating Suite No. 3 quickens.

A cloth barrier is stretched crosswise above the patient's neck, to assure the operating field is shielded from contamination. Observers stand precariously on stools behind the shield.

Two nurses wheel instrument trays close to the table. The heart-lung machine is wheeled in, laden with packets of bright red blood that will be used to "prime" the machine. Hufnagel, a dark-haired, handsome man, can be seen "scrubbing up" in a room adjoining surgery.

## Approach Table

At 9:10, Hufnagel and his long-time associate, Dr. Peter Conrad, approach the operating table. Hufnagel and Conrad step onto foot-high stools on opposite sides of the table.

Then, using an electric-powered knife which emits a blue spark, and literally burns its way through tissue, Hufnagel makes a shallow cut midway in the patient's chest — from gullet to belly-line.

When the chest bone is reached, Hufnagel cuts lengthwise through part of it with a small rotary saw that whirls on the end of a power-tool resembling a home handyman's trusty quarter-inch drill.

He inserts a wedge-like instrument, whacks it on the side with a rubber hammer, stripping open the half-inch-thick chest bone along its entire length.

The clock shows 9:25.

Over the long cut, the surgeons place a rectangular steel frame that resembles a foot-measuring device in a shoestore. Hufnagel turns a crank, and the two sides of the frame draw apart—widening the cut in the chest to eight inches.

This exposes the pericardium, the tough, transparent envelope that shields the heart. Hufnagel uses his electric knife to cauterize tiny, oozing blood vessels along the edges of the bone.

"Give me a little bone-wax," orders Hufnagel, and then applies the proffered beeswax as a further seal.

Next the surgeons gently knife through the pericardium, sew its cut edges to opposite sides of the main wound, and thus form an open bag.

## Swollen Heart

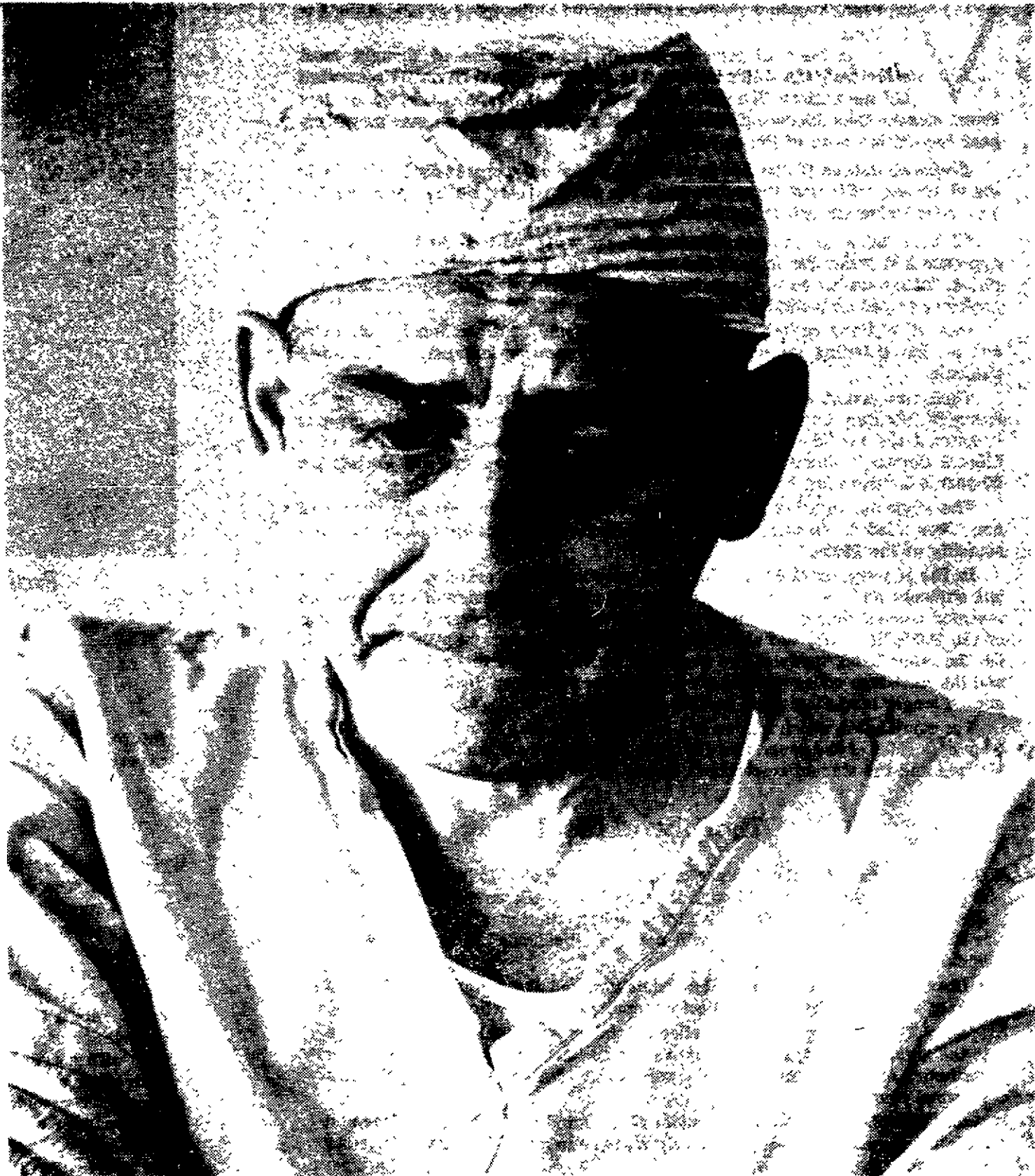
Now in plain view is the disease-swollen heart, rolling from side to side as it pumps.

Meanwhile, the heart-lung machine is being readied for the hookup soon to come. Several pints of reserve blood are sent coursing in and out of it via a closed-tube system to prime the machine and assure that no air bubbles are in it when the patient's own blood passes through.

The machine makes an eerie, half chug, half wheeze sound, like an old-fashioned steam locomotive, fired up but standing idle.

The surgeons fashion "pursestring" sutures into the two large blood vessels that ordinarily send blood into the heart, preparatory to pulling them tight, and "isolating" the heart. When that happens tubes leading to the heart-lung machine will be inserted into those vessels.

Hufnagel jabs a hypodermic-filled with heparin, an anticlotting agent, into the right side of the still-unopened heart. The links between the body and the heart-lung machine are joined and finally, at 9:59—almost an hour after the first cut was made in the chest—Hufnagel says quietly, "We want to go on



*A graduate of Notre Dame University and Harvard Medical School, Dr. Charles A. Hufnagel has pioneered into unexplored territories of the human body. He was the first to hook up a cadaver kidney with a living pa-*

*tient to sustain that patient; he is credited with helping renew interest in tissue transplantation and developing plastic heart valves that, in 1952, were first demonstrated successfully. (AP Newsfeatures Photo)*

the pump "now." Instantly, as the hookup is established, blueish-red, oxygen-starved blood courses out of the patient's body through plastic tubes into the machine. There, it turns a healthy bright red as it passes through the oxygenator. Finally, it races back into the patient's body through the tube in the groin.

"Venous pressure, 14 ... arterial pressure 150-over-70!" chants the cardiologist, obviously relieved.

"Open, close ... open, close ... open, close," chants the technician monitoring the heart-lung machine.

Meanwhile, Hufnagel has knifed into the left side of the heart, and is probing for the man's disease-constructed mitral valve.

He probes with finger, knife and scissors for almost a half hour, much longer than he'd planned on, but he's intent on saving the natural valve if possible.

Hufnagel finally clears the road-block in the mitral valve, and prepares for the operation's major goal: replacement of an even worse-affected aortic valve.

Now it's 10:35, and the surgeons place sutures at about a dozen places in the cleaned-out aortic root. They thread the free ends of the sutures through the base of the tiny artificial valve—in such a way that the valve appears to be suspended at the center of a spider's web.

Finally, Hufnagel gently pushed the robot valve down along the "wires," and fastens it into the aorta.

The heart, although isolated during the operation—and for all practical purposes, temporarily dead—is quivering wildly, due to the unnatural cooling of the body during the operation.

A paddle-like gadget is applied to each side of the heart, sending an electric current through it. The heart immediately stops quivering.

"Okay, you can back off now!" says Hufnagel to the operators of the heart-lung machine, and the pump stops chugging at 11:25 a.m., an hour and a half after it began its work.

Hufnagel tenderly places his left hand on the sewed-up heart, now working on its own again.

"Great!" he says. "His murmurs are gone. His pressure is now normal. So, we're in great shape!"

The whole team is relaxed as the closing-up job begins.

Finally, Hufnagel draws off his surgical gloves at 11:59—almost three hours after he had put them on, and motions to a young surgeon to make the final sutures.

Three days later:

"How's your patient now, doctor?" asks the reporter.

"He's doing very well," says Hufnagel. "In fact, he's kind of grouchy and keeps asking when he can get the hell out of here!"

Van Cleave Morris, a modern existentialist philosopher of education, has written:

"The mind of man carries on the enterprise of thought most effectively when, like an axe, it is grinding against an object somewhat but not entirely like itself, i.e., another mind. If the sparks fly, as they sometimes do, their flickering light is at least a symptom that we may be getting near the cutting edge of things."

Professor George Walter has been trying to make the sparks fly to illuminate his classroom with that flickering light for the 22 years he has been on the Lawrence University education faculty.

"I have tried to dampen the assign-read-write pattern and the lecture approach and make the student the center of the learning enterprise," Walter states. "Many students are happy to sit in the listening furniture and dare the professor to put on a display which will impress them."

One of Walter's recent projects to get students of educational philosophy out of the listening furniture had a unique appropriateness to Lawrence students.

Their assignment was to read and assess a book written 30 years ago by Dr. Henry M. Wriston, Lawrence's eighth president, at the time he left the campus to assume the presidency of Brown University. The book, "The Nature of a Liberal College," stated a philosophy which Wriston had evolved during his 20 year administration here.

The students, working in 10 teams, set out to compare Wriston then and now; they tried to measure the ideal described three decades ago against the actuality of the 1960s.

In the process, more than a hundred questions were asked of both faculty and students, and thousands of words came back in reply. Some of the questions revealed student "hang-ups"; they said more about the undergraduate concerns of the 1960s than they did about student analytical powers applied to the text. On the other hand, many of the problems which pressed in on Henry Wriston and the American college during the Depression have been dealt with by history and no longer lend themselves to vital inquiry.

The compilation which follows is a bare skeleton, with dated material omitted from both sides of the generation-gap; only those areas are summarized on which Wriston and the student researchers agreed were principal problems.

## The Liberal Ideal

**Wriston:** A liberal education is a profound experience, akin to love and religion. It has a universal appeal, although it exists in a hostile environment. One of the most stubborn obstacles to a proper appreciation of a liberal education is that it is impractical, that it will not "pay dividends" in a world which unduly emphasizes technology.

A liberal education consists in the acquisition and the refinement of standards of values — physical, intellectual, emotional, aesthetic and spiritual.

**Response:** The majority felt that intellectual values are developed at Lawrence to the greatest extent, that spiritual values go "nearly untouched", and that aesthetic, emotional and physical values are developed largely through informal contacts.

**Wriston:** The liberal ideal—that freedom of the mind and spirit from fear and all inhibiting emotions—is particularly valuable in a world enslaved to lesser emotions.

**Response:** Elimination of fears is an unrealistic objective for an educational institution, today's campus residents feel. Fear is part of the national life; with mass communication it is impossible for colleges to be isolated from the pressures of a hostile environment. Lawrence reflects the attitudes of society rather than liberating a student from its attitudes, as Wriston hoped it would.

## Institutional Form

**Wriston:** The task of achieving the liberal ideal must be undertaken within the trammels of institutional form. The great permanent institutions like the church and the universities have been those which freely acknowledged their roots in the past, while seeking to make life here and now significant and vital. The liberal college postulates a future which is a projection of the past.

**Response:** Three-quarters of those answering felt that Lawrence draws too heavily on its past, mentioning conservatism in social and academic change, "trying to please the past generation and not the future of the enrolled student."

**Wriston:** A college must be sensitive to, and maintain realistic contact with, the "resisting environment" around it; it must create a controlled and conditioned environment within which its students may live and work.

**Response:** Those answering felt that a liberal college should, to a certain extent, remain aloof from its environment for the sake of objectivity, but that rapport should still exist between a college and its surroundings. Many thought that Lawrence students have remained too aloof from their surroundings, and are not cognizant of the area immediately around them.

**Wriston:** A liberal education should contribute to the maturation of a way of life and not become a bag of tricks to be used in making a living. A college is not to produce an education, but to induce an education.

**Response:** Two-thirds agreed with Wriston on the desirability of the non-vocational nature of education on the college level. One-third felt that Lawrence should definitely include vocational preparation for the students'



Prof. George Walter

future. A significant number felt that Lawrence is a "pre-vocational" experience to be extended by on-the-job training or graduate school.

## The Student

**Wriston:** The most important single fact about college students is their maldistribution. The college which establishes a truly coherent program, must recruit its students. Not everyone should go to a college of liberal arts. The college must seek those who have the type of mind and the latent interest which may be vivified and brought to fruition under the liberal disciplines. They should search out students who have the ability, the taste and the adventurous spirit necessary for this enterprise. The most obvious of all expedients is the offering of scholarships — they may have some effect in achieving a reasonable geographical distribution. The liberal ideal flourishes best with a somewhat cosmopolitan student body, for students learn from each other as well as from teachers and books.

**Response:** The majority feel that Lawrence's present success in creating a cosmopolitan atmosphere is only token. "The subculture most represented is the midwest suburbanite culture," one stated. Commenting on recruiting for merit regardless of economics, one administrator said, "We must always think in terms of two full-paying customers for every one who needs financial aid."

**Wriston:** The broadest possible foundation should be laid before specialization. Yet much vocational guidance has put pressure on the student to make an early and firm career choice.

**Response:** Education at Lawrence is for education's sake. The exposure to major disciplines makes it possible to "discover" a career. Pressures to choose vocations come not from the institution, but from parents and peers.

**Wriston:** Liberal education is a solitary venture. Other students are growing, too, but they grow beside him, not as part of his growth.

**Response:** The majority felt that education as a solitary venture had to be "reinforced by contact with others," that there "had to be interaction and relation between the group and the individual."

## The Faculty

**Wriston:** The distinction in a liberal arts faculty lies in its intellectual power and significant personal qualities. The art of liberal teaching requires a creative relationship to the subject and a breadth of mastery which is impossible to the small mind.

"I suggest that any member of a history department should be able to give any of the undergraduate courses in history, most of the courses in government, and with a special effort, one or two in economics and sociology."

**Response:** Of 21 faculty members responding, 16 felt qualified (with reservations) to teach all courses in their departments, five did not; 11 felt that a liberal college shouldn't expect this, while 10 felt it could, again with reservations. It was pointed out that the book was written 12 years before the "knowledge explosion."

**Wriston:** Many university men exhibit prejudice against the quality of faculty members in small colleges.

**Response:** Half felt this was still true; a quarter felt it didn't exist, while one felt it was "more envy than prejudice." "The university is attempting to copy the small college by instituting small classes, independent work and seminars," it was stated.

The

Liberal

By Mar



# Nature of a College'

guerite Schumann  
Lawrence University



Dr. Henry M. Wriston

## The Library

**Wriston:** The love of books is certainly one of the hallmarks of the liberally educated man. The central problem is to administer the library so it facilitates instruction and makes books conveniently available, without taking from the faculty the responsibility for stimulating the use of books, or from the student the rewarding experience of discovering them. Home circulation figures seem to me a very sensitive index of the spirit of the college . . . and reflect methods of instruction.

**Response:** Circulation figures at Lawrence have dropped since the advent of paperbacks; the increasing number and availability of these cheap books and microfilm have greatly influenced the use of library materials since Wriston's time.

**Wriston:** The book collection should consist of substantial works. Textbooks should be banned entirely, or if permitted as an act of compromise, should never be in duplicate. Great minds have produced great books, and it is acquaintance with them that makes reading worth while. Better, by far, a struggle with Plato than easy reading about Plato and his ideas.

**Response:** All faculty members answering feel that some current textbooks have a place in the book collection.

**Wriston:** Sometimes it seems to me the ideal would be to have no reserve shelves at all. Using reserved books, the student faces no problems of choice or selection, of search and sampling. Departmental libraries are in most instances a form of reserve shelf and have many of the same shortcomings.

**Response:** The reserve system is a problem, but a necessary evil. Those opposed to departmental libraries said they were unnecessary and economically unfeasible; faculty members in science and music supported the departmental library concept.

## Structure of the College

**Wriston:** The central problem in education is synthesis; each individual must build his own intellectual and emotional structure. Three things in education are fundamentally arbitrary. One is the time allotted to the process; the second is contact with the instructor; the third is the amount to be learned.

**Response on time:** Faculty members agreed on the desirability of the four-year time span for the bachelor's degree in such words as: "Four years is arbitrary. One is never sufficiently educated. But there must be some limit designated if diplomas are to be awarded."

Lawrence students and faculty agree that liberal learning requires reflection, an unhurried and unhurriable occupation. They are divided, however, on the question of the "three-three" curriculum plan which Lawrence now employs. A significant number feel that the pressure of the three-three is detrimental to the acquisition of a liberal education. Others say, "the pressure is balanced by the advantage of concentrated learning." Strongest opponents of the three-three appear to be in science and in music.

**Response on teacher-student contact:** Faculty and students agree on the desirability of extra-class contact, and almost all agree that it exists at Lawrence to some extent. Many felt that informal student-faculty contact was easily available to superior students, but less available to the average students.

**Response on content:** Most felt that Wriston's ideal of a curriculum built around independent work for students of all ability-levels was not being encouraged at Lawrence. They felt the opportunity existed, but that students did not take full advantage of it. A faculty member commented: "They seem to want

an organized course worked out and presented rather than developing their own line of study."

**Wriston:** Emotion is the very essence of the process of learning. If the emotions are to be educated along with the mind, environment must play a significant part. The ideal is a personality enriched by many kinds of, harmonious experience; to that end let the college employ all its powers—residential and curricular, architectural and aesthetic, personal and professional.

**Response:** Most of those responding felt that the curriculum should and does provide programs for emotional enrichment—"it is simply inherent in a college curriculum"—but that opportunities existed most obviously in literature, art, music and history. Students cited certain courses which made specific contributions, but generally felt that dormitory life and extra-curricular activities made a larger impact on their emotional development. The "total environment," in which no split appears between students' intellectual and emotional development, does exist at Lawrence, they felt, but rises and falls with individual expectations, experiences and the effect of these experiences. Students observed that the changing times seem to have changed the emotional responses of undergraduates. Wriston stressed the great potential for emotional growth in chapel services, Bible classes and the fervor of athletic events. "These opportunities were not mentioned by our respondents; we conclude that they are probably not essential sources of emotional enrichment on the campus today."

## Aspects of Stability, Change

**Wriston:** The modern world has seen many changes, and consciousness of change amounts to an obsession with us. Education has taken cognizance of change, but its major problem—stimulating the growth of personality—is not profoundly altered. The essence of the educative process is still self-discipline under guidance and encouragement.

The liberal college is not aimed directly at material progress, but at personal development, which is the real basis for material and all other kinds of enrichment.

**Response:** Faculty members agreed that development of personality is still Lawrence's prime educational objective. They feel, however, that it is very difficult to make a distinction between academic material that contributes primarily to personality development and that which serves a material utility. Faculty members generally support the concept of knowledge for its own sake, although several scientists observed that the worth of knowledge must be tested by its applicability. (In the controversy between theory vs. methodology it was felt that a proper emphasis on methodology must support theory.)

## A Theory of Disciplines

**Wriston:** Values must have universal validity; they cannot be attained by any system of prescribed subject matter. Standards of values arise out of four basic disciplines:

**Precision**—the essential mode of approach to problems requiring absolute accuracy, such as mathematics.

**Appreciation**—the fundamental manner of approach to matters which must be emotionally apprehended.

**Opinion**—the pattern of thought based upon available data which seems coherent to the person formulating it.

**Reflective synthesis**—the combining of all of one's opinions on all aspects of an experience.

**Response:** Most faculty members felt they were teaching with the four basic disciplines in mind; half of the students responding disagreed. Most faculty members felt that the disciplines were equal in importance, while a considerable number of students felt that reflective synthesis should outweigh the others. Many students and some of the faculty were unwilling to accept Dr. Wriston's definition of the basic disciplines. Both sides of the desk agreed that students should not formulate their own curriculum as a means of encouraging personal development of disciplines, but the students insisted on a voice in the formulation of requirements.

## Vocational Guidance

**Wriston:** The function of a college is guidance, for that is the nature of teaching. Liberal learning is devoted to something which includes but also goes far beyond our daily bread. Not the skills which come from training but the attitudes and standards of values acquired through the years determine the quality of the vocational effort. (America's) vocational effectiveness is the wonder of the world; it has produced the miracles of mass production. At the same time our extra-vocational failures have resulted in waste, war and burdens of many sorts.

**Response:** Faculty members agreed that vocational guidance must be part of the program of a liberal college. They feel that guidance personnel should offer exposure but not direction—they should impart information without interpreting it. Most felt that departmental guidance was more valuable than simple placement information, and one suggested that a representative from each academic department become integrated into the guidance program. Limited approval was expressed for an undergraduate work-study program as an introduction to vocational selection. Those responding were divided on the question of whether Lawrence gave sufficient emphasis to the non-material benefits to be derived from a liberal arts education. Several felt that on the whole, graduates were still too materialistic in their approach to post-college life.

## Trip to Door County Astonishes Birders

By Clara Hussong

Bird students find Door County full of surprises. One thing they've noticed is that birds which are spreading their ranges from the south to the north usually arrive in Door County earlier than in other counties of the same latitude. This has happened in the case of such southern species as cardinals, titmice, red-bellied woodpeckers, prairie warbler, blue-gray gnatcatcher and others. Cardinals are especially numerous there, much more so than in other northern counties.

At the same time the cool Lake Michigan side is the place to look for such far northern species in summer as the Connecticut warbler, winter wren, olive-sided flycatcher and golden-crowned kinglet. These birds nest mostly in Canada, but a few have been found nesting in far northern counties. Another Canadian nester, the evening grosbeak, has been seen in the peninsula as late as June.

One a bright sunny day not long ago, Margaret Olson took four of us on a bird trip to the peninsula. The others besides this writer were Margaret Mullins, Norma DeGrave and Mildred Van Vonderen.

The girls told me that before picking me up, the only birds they had seen were a flock of rock doves. Rock dove is the name by which bird books identify the "gone-native" domestic pigeons.

We drove for miles before we saw anything more than sparrows. Just south of Dyckesville we found a flock of snow buntings feeding in a field. Crows and starlings were the next birds on our list. Just before we got to the YMCA camp at Fairland (or Namur), we saw a single horned lark.

The camp, which the Bird Club visits at least once a year, is a good birding spot. We ate our lunch there in the car and took a walk along the tree-lined road. In the pines, cedars and spruces we saw dozens of chickadees, and from a nearby woods we heard blue jays calling. At this point we had eight species on our list.

From previous trips in this area we knew of two families near by who fed birds in their yard. One was at the tavern at Chaudoir Deck, and the other was the Edward Dempsey's. At the dock we found many birds busily feeding at the numerous trays and suet bags. We were happy to see a male red-bellied woodpecker there with his flaming neon red head. Downy and hairy woodpeckers fed on the suet, and chickadees, juncos, and white-breasted nuthatches devoured sunflower seeds at the window feeder. Blue jays and sparrows were common too.

Just before we left we saw a new bird come to a suet stick. We couldn't believe our eyes but it was a

myrtle warbler, which should have been wintering in Florida or Panama. We were told that the warbler was very fond of a mixture of peanut butter and cracklings. Cracklings are the crisp bits left over after rendering lard.

The Dempseys had a great variety of feeding tray in their yard. We were told that as many as 24 cardinals come to their feeders at one time. Except for the warbler, the birds we saw here were the same as these we had seen at Chaudoir Dock.

It was a worthwhile trip, we decided on our way home. And then we asked each other: What do non-birders do to pass away the time on a winter's drive?

## World Stamp Album

A new, enlarged and completely up-dated edition of the H. E. Harris "Statesman" world album has just been published. The new version is 20 per cent larger (nearly 100 extra pages) than the previous edition. It provides spaces for more than 30,000 stamps. Every stamp-issuing country and colony in the entire world is represented. The "Statesman," priced at \$5.95, is available from dealers or directly from the publisher, H. E. Harris & Co., Box A-K, Boston, Mass. 02117.

## hints from Heloise

DEAR FOLKS:

Here's an idea for those of you who have small dogs and either travel with them or take them to a friend's house when you are out visiting.

Those little airline bags are great for carrying miniature dogs around with you.

All you have to do is unzip the bag, fold a soft towel and put it in the bottom. Then cut a hole in one end just large enough for his head to stick through! Or if you want to get fancy, cut holes in both ends and sew



some nylon net over the holes. The zipper may be opened or closed any time. Because these bags are plastic, they can be washed

and are extremely sanitary. They are much cheaper than buying a fancy traveling basket for your favorite pet.

I dreamed up this idea when I saw one of my friends pay a fabulous sum for a wicker traveling basket for her miniature poodle. Heloise

### LETTER OF LAUGHTER

DEAR HELOISE:

When you have friends in the hospital, the jolliest laugh you can get out of them (and don't they wish they could get a laugh at least once a day) is to send them a corn plaster and tell

them it's for their spine if they are really sick, or their elbow if their telephone is ringing off the wall. . . . Doctor

### THE COOKIE JAR

DEAR HELOISE:

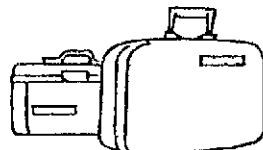
Did you ever make drop cookies and find that the first batch seemed to spread and not have the nice golden brown color as the batches baked later?

I found that by pre-heating the cookie sheet the first batch will turn out as nice as the rest. . . all uniform in shape and color.

This discovery truly made my baking day much happier.

Mrs. David Damon

### PUT IT ON CREDIT



DEAR HELOISE:

Here is a good way to mark your luggage, personal items or children's school pails.

Cut out the engraved name on your old expired credit card. Then glue this name plate on whatever you need marked.

Janet Parkhurst

## HELP FOR HOMEMAKERS

### TO FILL A VACUUM

DEAR HELOISE:

Have you ever noticed when vacuuming, that a musty odor is sometimes given off?

Sometimes the sweeper bag is only slightly filled, so changing it would be wasting time and energy.

My solution to this is sucking up a spoonful or so of moth crystals into the bag. They prevent the musty smell, and whenever you vacuum, a clean, fresh aroma will be given off.

A Teenage Reader

### JUST LIKE MOMMY!

DEAR HELOISE:

To delight little girls, make them a "play-formal" just their size from those old drapes or curtains you have put away (expecting to use again someday).

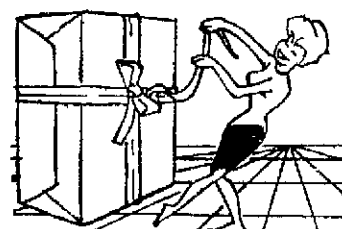
They will love it—and even the neighbors will enjoy the style shows! Oh, what fun little girls have with these dresses and a pair of mother's old high-heel shoes.

Mrs. Nora Duncan

If you have a hint, problem or suggestion you'd like to share. . . write to Heloise in care of this newspaper.

2-25

### "THE BAND STAYS ON!"



DEAR HELOISE:

I use head bands and hair bows instead of ribbon when wrapping gifts for little girls and young ladies.

They get two gifts in one.

A Procrastinator

### SOUNDS FISHY!

DEAR HELOISE:

Another use for your nylon net or even an old nylon stocking:

We find either of these is wonderful for cleaning the algae off the inside of our aquarium.

Kathleen Williamson

### NO SNAGS HERE

DEAR HELOISE:

An excellent way to keep nylon hose from snagging on the clothesline is to hang them inside a dress or pajama leg with a clothespin.

This way they cannot tangle or whip on the line, and need no weight in the toe.

Mrs. Art Tabell

### IT'S SEW HANDY!

DEAR HELOISE:

I am 12 years old and like to sew.

I've got a wonderful idea for making pincushions.

Wash out an empty cold-cream jar. Glue cotton in the bottom of the jar and then cover it with some brightly colored cloth.

These sure make pretty gifts for your friends.

Susie

### A SHARP IDEA

DEAR HELOISE:

In cleaning the cutting blade and wheel of a hand-operated wall can opener, I discovered the best way is to use a folded paper towel.

Just put the paper towel between the two wheels and operate the opener as you would for opening a can. I usually go all the way around the paper towel, even do it twice to make sure all dirt has been removed.

Ann K.

Ann, next time soak a small piece of rag in vinegar and run it through the cutting blade and wheel. You'll be surprised how much cleaner the opener will be.

Heloise



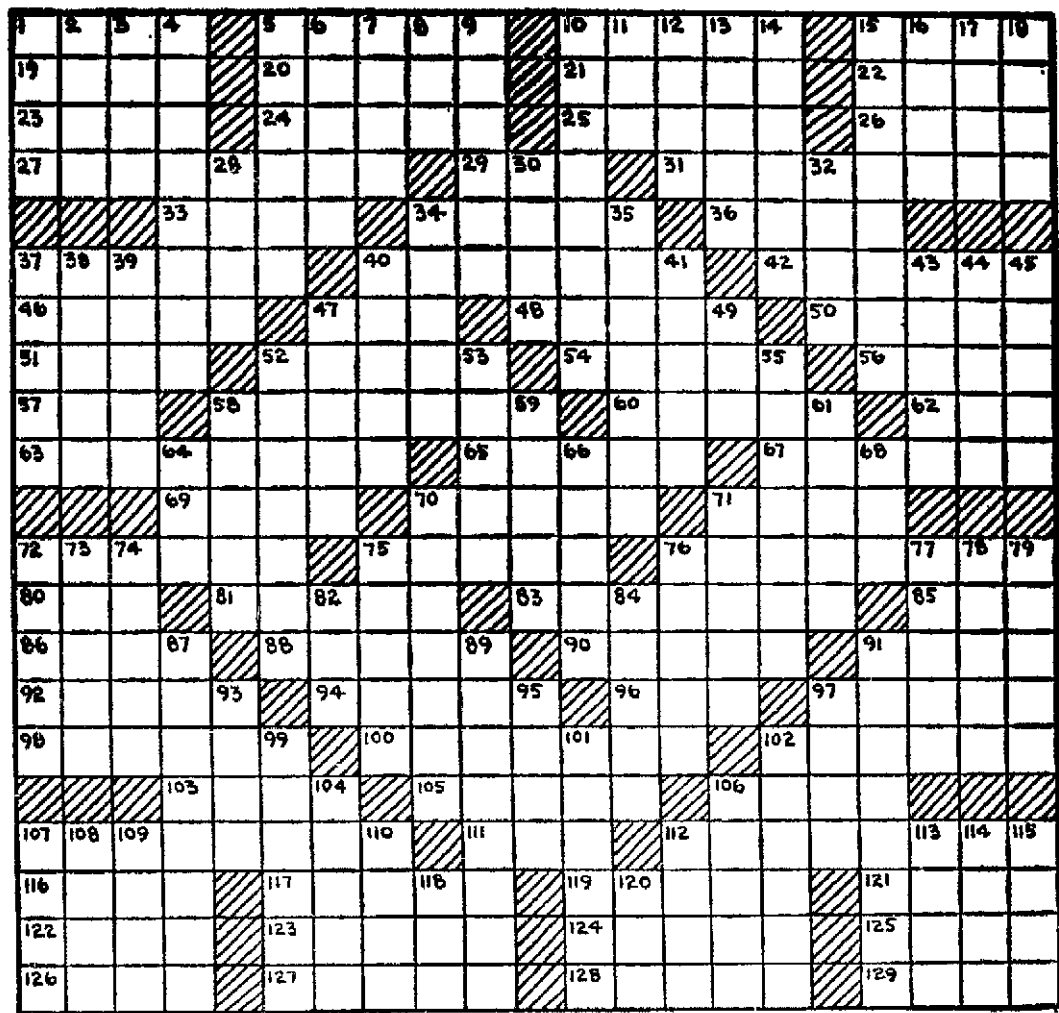
HORIZONTAL

- 1-Petty quarrel  
3-Quoted  
10-Resinous substance  
15-Fate  
18-Tibetan priest  
20-Fragrance  
21-Stout  
22-Biblical name  
23-A metal  
24-Lord of Christianity  
25-Aromatic plants  
26-Part of window frame  
27-Models  
28-The haunch  
31-Ceased  
33-Strong wind  
34-Cyclades island  
36-A flower  
37-A simple inflorescence  
40-Humility  
42-Wall recesses  
46-River in Venezuela  
47-Kitchen utensil  
48-Pinnacle of glacier ice  
50-Ancient Roman garment  
51-Folds over  
52-Window sections  
54-Hindu garments  
56-Befit  
57-Son of Gad  
58-Elected official  
60-Asiatic country  
62-Sainte (abbr.)  
63-Depressed  
65-Mountain lakes  
67-Consented  
69-Elliptical  
70-Strong cords  
71-Pintail duck  
72-Love token  
75-Frozen  
76-Outline of a play  
80-Book of the Bible (abbr.)  
81-American composer  
83-Most humid  
85-French friend  
86-Mine entrance  
88-Capital of Oregon  
90-Ingenuous  
91-Clock face  
92-Natives of Co. penhagen  
94-Wise men  
96-Miss Claire  
97-A slight coloring  
98-Spanish writer  
100-Washington seaport  
102-Felt  
103-School dance  
105-Boils slowly  
106-Farm building  
107-Faster  
111-Wuerttemberg measure  
112-Mockery  
116-Sea eagles  
117-Condition  
119-List of candidates  
121-Large pulpit  
122-Blow horn  
123-Roof edges  
124-Part of a mortise  
125-Above  
126-Sauce (dial.)  
127-Frozen rain  
128-Posters  
129-To anger

VERTICAL

- 1-Slide  
2-Amazon estuary  
3-God of love  
4-Songbirds  
5-To coax  
6-Goddess of peace  
7-Throw  
8-Australian bird  
9-Shattered  
10-Fashions  
11-Kimono sash  
12-Await settlement  
13-Fall flower  
14-Instruction  
15-Anatomizes  
16-Leave out  
17-Voided  
18-Clement  
28-A pastime  
30-French islands  
32-Egyptian goddess  
34-Choral composition  
35-Taxes severely  
37-Chest sounds  
38-Armadillo (var.)  
39-Son of Venus  
40-Minute organism  
41-Tall tales  
43-Theater audience  
44-The choice part  
45-Glutton  
47-The whole jury  
49-Spanish Christian champion  
52-Lares and  
53-Yucca-like plant  
55-Natives of Thailand  
58-Cardinal number  
59-Swift  
61-Deputy  
64-June bug  
66-Fortification  
68-The turmeric  
70-Revokes, in bridge  
71-Biblical name  
72-Plowed land  
73-Military award  
74-Sheeplike  
75-Lizards  
76-The backbone  
77-Showers  
78-Likeness  
79-Lubricated  
82-A duet  
84-Posts  
87-Furious storms  
89-Pithiest  
91-Prehistoric reptile  
93-Chalcedony  
95-Check  
97-Low-caste Hindu  
99-Loud sounds  
101-Contorts  
102-Alarm signals  
104-Gold or silver  
106-Counter-irritant  
107-Matched groups  
108-Malayan canoe  
109-Son of Seth  
110-Rant  
112-Damn, a euphemism  
113-Body of Kaffir warriors  
114-Ancient Greek coin  
115-Not any  
118-Golf mound  
120-Hawaiian garland

Average time of solution: 62 minutes.



(Answer on Page 14)

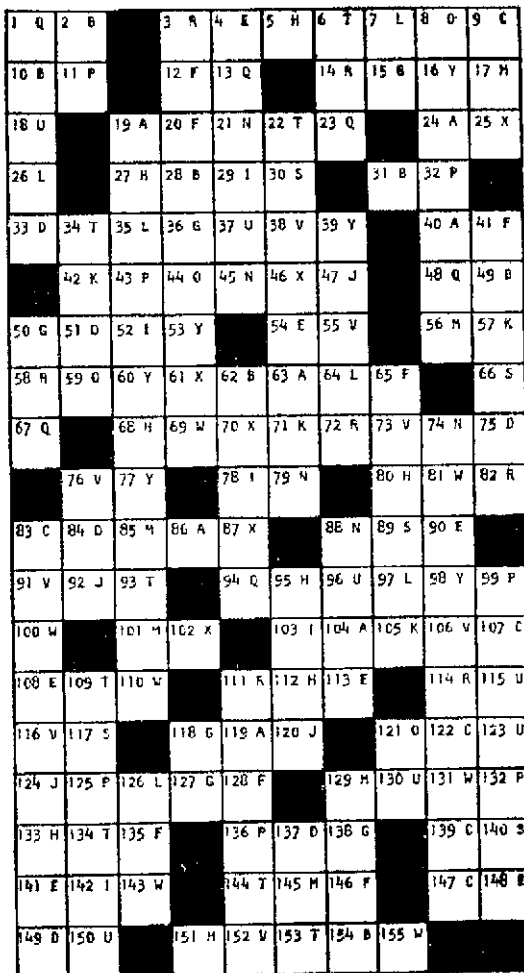
HOW TO FIND THE NEWSWORTHY QUOTE AND THE QUOTER

1. Define "Clues," writing definitions in answer column over numbered dashes.
2. Transfer letters to numbered squares in diagram; the black squares separate words.
3. When pattern is completed, quotation can be read from left to right. The first letters of the answer words, reading down, form an acrostic yielding the speaker's name.

CLUES

WORDS

- A. Attach, 2 words 24 40 19 86 119 104 63  
B. Golf score, 2 wds. 49 2 28 10 62 154 31  
C. Miss Universe, e.g. 139 83 9 107 147 122  
D. First name in the American Revolution 149 84 137 33 75  
E. Waxes 90 4 141 54 148 108 113  
F. A virtue, reputedly the best 20 12 41 135 146 128 65  
G. Spring time 15 36 127 116 138 50



(Answer on Page 15)

QUOTE-ACROSTIC

EDITED BY Charles Preston

- H. Stage prop, 2 words 27 112 133 151 95 68 5 80  
I. Defame 142 78 103 29 52  
J. Apiece 120 124 47 92  
K. Send, in a way 105 57 71 42  
L. Cuts fine 7 64 97 35 126 26  
M. Mar 101 129 56 145 85 17  
N. Highly admirable 79 74 88 45 21  
O. Nero's successor 121 51 59 44 8  
P. Pariah 32 43 125 99 132 11 136  
Q. One of the "Four Horsemen." 18 94 48 1 67 23  
R. "Home" to a limey 114 82 58 72 111 3 14  
S. Jointure 89 30 66 140 117  
T. Where the humeral bone is 109 144 153 6  
U. The opposite way 130 37 96 115 150 18 123  
V. Kind of fit 55 106 38 76  
W. Okay 69 155 143 81 131 110 100  
X. French gourmet dish 87 102 25 46 70 61  
Y. Mantilla wearer 53 39 98 60 77 16

# New Programs Planned Winnebago State, King Updating Plants to Update Public Attitudes

BY FERN SMITH

The best of care in the finest facilities is to be found in the two largest state operated hospitals in this four county area.

Winnebago State Hospital nears the completion of an 18-year replacement program which has cost residents of the state an estimated \$18 million dollars. With the opening of Sherman Hall, a \$2.5 million treatment facility, this spring, the last patients were moved from Old Main, the hospital's ancient structure built in 1873.

Long-range building plans at the Grand Army Home, King, are underway with seven years to go before there are new living quarters for the 575 residents now at the hospital and the 1,500 residents expected by 1985.

A thoroughly modern and new plant at King and an "on target" program at Winnebago State Hospital to cooperate with the 35 counties which it serves, in changing a stigmatized society so recovering patients will be welcome and productive at home, characterize 1968 goals for both hospitals.

## State Serves Half

More than one-half of the 2,484 patients and residents in state and county funded hospitals in Waupaca, Winnebago, Outagamie and Calumet counties live and-or are treated at Winnebago State Hospital (WSH) and the Grand Army Home (GAH) at King.

There are 800 beds at WSH and in 1967 admissions totaled 2,000. This is one way of measuring the effectiveness of the treatment program and the dramatic influence it has on the communities served by the hospital.

"We have come a long way in providing special services on the local level and developing new techniques for the care of special, hard-to-diagnose-and-treat types of patients," Dr. Darold Treffert, superintendent of WSH observes.

"Three very significant changes occurred in 1967 and there will be further development in this next 12 months," he added. "As a part of the Community Mental Health Center in Winnebago County we have demonstrated how a county and a state government supported hospital can share a program, at unprecedented effectiveness for the patient and without added cost.

## Picnic Point

"Picnic Point, the therapeutic camping site on the hospital grounds built jointly by the state and the county associations for mental health, will be put to full use this year for the mentally and emotionally ill patients receiving hospital care and the mentally handicapped and mentally retarded in the community.

"The third impact, I believe, will be our program to take our services into the communities, both treatment and prevention," he concluded. "Many more people will be seen in their own surroundings and more will be able to return to their jobs and homes without having to be confronted by the 'stigma' of mental illness."

This has been made possible by the highest budget in WSH history, \$5.4 million. The hospital took over one-half the load from the Diagnostic Center in Madison when it closed last July and 70 children have been evaluated in the service

by Dr. Harland Smith and Dr. Evan Pizer, who are on duty four days per week.

## New Program

This year something new will be added, an extended evaluation program for emotionally disturbed children. The doctors will go out and meet and consult with the children in their own communities. "This will be useful," Dr. Treffert points out, "It becomes more real when the doctor can meet the children and parents in their own homes, the neighbors and the teachers."

The Winnebago County Community Mental Health Center, a demonstration to other counties of the effectiveness of such a primary referral, will become a popular model for getting immediate and proper service to the mentally ill, alcoholic and mentally handicapped patient. Cooperating in the center this past year have been the Winnebago County Guidance Center, the Winnebago County Hospital, the Winnebago County Department of Health and Social Services and Winnebago State Hospital.

To date there have been 40 men and women using the Mental Health Center since mid-year, including the 10 beds set aside at Sherman Hall under the direction of Dr. Milton L. Kuhs.

## New Residence

Patients were moved into the hospital's newest and first completely air-conditioned 200 bed treatment unit, Sherman Hall, last April. This means that all patients at WSH now live in a treatment unit 18 years old or less.

"Old Main will be coming down this year, we hope," adds Dr. Treffert. "It is the last physical evidence of custodial care for the mentally ill and with the symbol gone, many more will be able to believe the new hope and results of treatment which has been emerging the past decade and one half."

The alcoholism treatment unit, in its third year, has expanded from 35 to 55 beds for the male patient; but, more significantly, it has also opened 10 beds for the female patient, the first in the State of Wisconsin.

## Female Alcoholic

"We know that for every eight male alcoholic patients there is one female, maybe more," Dr. George Lysloff, head of the alcoholism treatment unit, observed. "We have done our best to help them on the adult psychiatric services, but they have not had the total program. Everyone has an equal chance now."

A new \$800,000, three story, 75 office administration building is now under construction, scheduled for completion in 1969 and work on a \$250,000 chapel will begin in the late fall.

Long-range plans, bearing the completion date of 1985, at GAH, King, are still in the hopper but some of them have had to be scrapped because bids are exceeding the money allocated, according to Arlen Barden, post commandant.

Some of the 595 residents at the home will be moving this summer into the new 200 bed nursing care building. At about the same time a second building, of the same size and design, will be started.

## Cost Rising

"The one nearly finished costs \$2.9 million and the estimated cost of the one we are starting is \$3.4 million," Borden said, adding that increasing construction costs at the rate of 1 per cent per

month, are the kind which dictate a second look at the total program.

The pumping station below the hospital grounds will be completed this summer and a new water tower will replace the familiar old one on the point between Rainbow and George lakes. Work will also begin on this year on a new fire station, service building and motor vehicle storage garage in the post office and maintenance shop area relates

the commandant.

Plans for a new sewage disposal plant and six duplex cottages, however, had to be eliminated, because bids exceeded allocations.

Still included in the long-range plans, however, are a new hospital, more centrally located than the 38 year old one which now serves the home, a new wing to the old hospital and at least two additional nursing care buildings by 1985.

February 25, 1968

Sunday Post-Crescent A13

Cost per patient per day at WSH in 1967 was \$20.38 and the average length of stay was three months. At King the cost per day is \$9.16 in dormitories and \$14.19 in nursing care units.

Both hospital are extended care facilities. Medicare and Medicaid have considerable impact on the geriatric patients over 65 and eligible at

WSH, and Medicare has some effect at King, mostly for the outside medical care needed for female members of the home.

**ELECTROLUX®**

© ELECTROLUX CORP.

Factory-Authorized Sales and Service

F. E. PREIMESBERGER

1420 W. Grant, Appleton

RE 3-0796

100 W. College  
**MONTGOMERY WARD**  
Phone 733-6661

**SPECIAL ONE WEEK SALE**  
This Offer Good thru Sat., March 2nd

**FREE MEAT OFFER**  
With Purchase of Freezers And Refrigerator-Freezers

- 4 "T" Bone Steaks
- 2 Sirloin Steaks
- 4 lb. Sirloin Tip
- 4 lb. Rib Steak
- 8 lb. Beef Roast
- 5 lb. Pork Chops

- 5 lb. Pork Steaks
- 5 lb. Ground Chuck
- 4 lb. German Summer Sausage
- 4 Ring Homemade Bologna

OTHER SELECTIONS AVAILABLE U.S.D.A. CHOICE AND PRIME FROM WISCONSIN BEEF CAPITAL

**New giant-size freezers**

**SIGNATURE® UPRIGHT OR CHEST—BOTH BIG BUYS!**  
**\$248** With Free Meat  
YOUR CHOICE  
**HUGE 21 CU. FT. UPRIGHT**

- Holds 735 lbs. of frozen food
- Four shelves plus door storage
- Pull-out basket; defrost drain
- Magnetic gasket seals in cold

**GIANT 23 CU. FT. CHEST**

- Holds 805 lbs. of frozen food
- Lift-out baskets; defrost drain
- Adjustable divider; cold control

**New "side-by-side" refrigerator-freezer**  

- You never have to defrost
- Huge 18 cu. ft. capacity
- Adjustable shelves; light
- 224-lb. freezer; basket
- Meat keeper; crisper

**\$428** With Free Meat  
Automatic ice maker, a worthwhile "extra"

**Low price for Wards Deluxe Model 15 cu. ft. freezer**  

- Big 529 pound capacity for family-size storage
- Adjustable cold control; easy-to-clean interior
- Counter balanced lid

**\$218** With Free Meat

**17 cu. ft. frostless refrigerator-freezer**  

- Never needs defrosting
- Glide Out Shelves
- 7-day meat keeper; big crisper; door space
- Huge 154-pound freezer

**\$301** with Free Meat

**18 cu. ft. frostless refrigerator-freezer**  

- Never needs defrosting
- Fully adjustable shelves
- 7-day meat keeper, big crisper; door space
- Huge 175-pound freezer

**\$399** With Free Meat  
Available with ice maker, a worthwhile "extra"

Many Other Freezers and Refrigerators to Choose From — Check for Special "FREE MEAT" Tags.



# FLOORCOVERING SALE

100 W. College Ave.  
Phone 733-6661

One Week Only — Ends Sat.

Nylwood 501<sup>1/2</sup> carpet of nylon pile in 4 solid hues. Reg. 8.79 sq. yd. ... **6.78** Installed w/Sponge Pad

Nyhill heavier nylon carpet, 4 solid colors. Won't pill. ... **6.78** Installed w/Sponge Pad

FAIRPARK "501" Nylon-textured oak leaf design — 4 solid colors. Reg. 13.28 sq. yd. ... **10.68** Installed w/Sponge Pad

*Shop at home*  
**CALL YOUR NEAREST WARDS STORE**  
Our carpet consultant will bring swatches to your home — no cost.

## Save 20%! on Palatine carpet at low Wards price!

LONG-WEARING 100% ACRYLIC PILE

Wards Palatine carpet is an exceptional value! Made of 100% approved acrylic pile — it takes heavy wear beautifully — won't pill or mat down. Choose from 8 clear solid colors in decorator-right sculptured pattern.

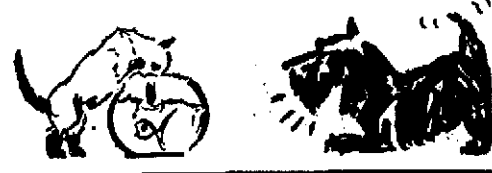
Installed With Sponge Pad

**878**  
REG. 10.89  
SQ. YD.

NO MONEY DOWN

USE WARDS CONVENIENT CHARGE ALL CREDIT PLAN





# Let's Define Happiness And Misery

By Carole Warner

"Why do you stay 'in dogs' if there isn't any money in it?" an acquaintance asked the other day. "Oh, there's money in dogs," I countered, feeling a kindred spirit with millions of other canine fancies. "I know, I've put it there!"

And that got me to thinking. What really are the rewards to be reaped from this not-too-fruitful endeavor? And the joys—the sorrows—the happiness—the miseries . . . ?

★ ★ ★

- Happiness is . . . a new-born puppy's squeak after frantic efforts to revive him.
- Happiness is . . . customers who develop into good friends.
- Happiness is . . . a freshly-cleaned kennel when visitors drop in unexpectedly.
- Happiness is . . . finding good homes for your puppies.
- Happiness is . . . a letter from a satisfied customer.
- Happiness is . . . a limp that turns out to be only a burr in the pad.
- Happiness is . . . a compliment from a fellow breeder.
- Happiness is . . . a blue at a show.



Comforts wounded cat—Five-year-old Mark Gilger offers a pan of milk to his wounded cat, in his Shamokin, Pa., home. The cat, wearing splints on both front legs, was found shot near the Gilger home. The bullet entered one leg, passing through its chest cavity, lodging in the other leg. A vet removed the slug, and the cat will recover. (AP Wire-photo)



Your driver's license, please? These wire-haired terriers owned by George Bailey, of Fall River, Mass., went for a ride recently. When their owner stepped out of the car for a minute, they decided to take over.

- Happiness is . . . a call for stud service three days before payday.
- Happiness is . . . wagging tails and happy barks that greet you after a hard day at the office.
- Happiness is . . . acquiring the second major win when you are discouraged.
- Happiness is . . . the sweetness of a puppy kiss when you are discouraged.
- Happiness is . . . having a "young hopeful" fulfill his promise.
- Happiness is . . . knowing your vet is as near as the phone.
- Happiness is . . . counting up dogs in the catalog to a three-point major and nobody's absent.
- Happiness is . . . a puppy you're showing for sale that doesn't puddle on the floor.
- Happiness is . . . watching a customer finish a champion you have bred.

★ ★ ★

- And misery.
- Misery is . . . getting the vet bill.
- Misery is . . . worrying about a lost dog on a cold, wintry night.
- Misery is . . . watching your dog drop his coat five days before the show.

- Misery is . . . muddy paws on a freshly-cleaned jacket.
- Misery is . . . figuring out kennel expenses.
- Misery is . . . an outdoor show on a rainy day.
- Misery is . . . watching your favorite dog grow old.
- Misery is . . . sweating out AKC confirmation of your dog's championship.
- Misery is . . . having high hopes for an impending litter, only to discover the dam is not pregnant.
- Misery is . . . running out of dog food after the stores have closed.

★ ★ ★

Is it worth it? Would you do it again? Yes, for whatever miseries there are . . . the joys and happiness brought by the dogs are ten times the sorrows they cause. Take it from one who has been there!

## Puzzle Answer

SPAT	CITED	COPAL	DOOM
LAMA	AROMA	OBESE	IMRI
IRON	JESUS	MINTS	SILL
PARAGONS	HIP	DESISTED	
GALE	MELOS	ROSE	
RACEME	MODESTY	NICHES	
APURE	POT	SERAC	STOLA
LAPS	PANES	SARIS	SUIT
ERI	SENATOR	INDIA	STE
SADDENED	TARNS	AGREED	
OVAL	ROPES	SMEE	
AMORET	GELID	SCENARIO	
REV	NEVIN	DAMPEST	AMI
ADIT	SALEM	NAIVE	DIAL
DANES	SAGES	INA	TINGE
ALEMAN	SEATTLE	SENSED	
PROM	STEWES	SILLO	
SPEEDIER	IMI	DERISION	
ERNS	STATE	SLATE	AMBO
TOOT	EAVES	TENON	UPON
SASS	SLEET	SIGNS	RILE



### Pictures Worth Crowing About?

THEY MAY WIN FREE FILM!

Send those good scenic or "favorites" to "VIEW" Magazine, Post-Crescent. If accepted for publication, you may win FREE FILM, sizes 620, 120 or 127.

## Camera Exchange

324 W. College Ave.  
Next to Sears — Appleton

## Shrimp-Plant Certain to Become Popular; Needs Circulation, Sun

By Katherine A. Walker

Shrimp-plants were seldom seen outside of Southern gardens or private indoor plant collections until just a few years ago. Now they have become fairly well-known to most indoor gardeners, and when their culture becomes better understood, I expect the plants to be very popular.

Properly, the name for these is *Beloperone guttata*. In the species, a curved arrangement of brick-colored, overlapping bracts almost conceals the tiny white flowers dangling from them. The formation looks for all the world like a very dark-colored shrimp showing little white legs, and this resemblance gave rise to the plant's common name.

Unfortunately, growers couldn't leave well enough alone, and they came up with a cultivar of this which has pale yellow bracts. I realize that the common name came from the shape, not the color, of the bracts, but somehow I feel if they couldn't come up with a true-cooked-shrimp pink, they should have left this raw-shrimp yellow in oblivion!

These plants should be sold with a big printed notice around their stems saying "cut me back". Many members of the *Acanthus* Family, to which *beloperone* belongs, seem to get leggy almost overnight unless they are cut back abruptly, or checked by being pruned. (For an explanation of the difference in meaning of these words, please consult our *Indoor Gardener's Encyclopedia*. To obtain a copy, write to me in care of this newspaper, enclosing a self-addressed, stamped envelope plus 25 cents in coin with your request.) If a plant has even one "shrimp" on it, few people feel like cutting off any part of the plant, but when you notice your plant is losing leaves, especially near the base, it's time to do some cutting, "shrims" or no "shrims."

Good air circulation, as much sun as possible, and partial drying of the soil between waterings are the simple requirements of this plant. While not as spectacular as some other members of the family, it is a lovely, unusual, easy-to-grow plant, and if you happen to like yellow, even the *Beloperone* 'Yellow Queen' will please you!

### Questions and Answers

Q. I read your column every week, and find it very helpful. Now I have a question for you: What can I do to rejuvenate a flower bed to which I had to apply weed-killer, since long neglect permitted weeds to take over?

A. If you read this column every week, then you know its title, and that for questions concerning the outdoor garden, you will have to go elsewhere for an answer. Sorry, because we like to help when we can.

☆☆☆

Q. I fell heir to a scraggly old Rubber Plant, the kind with large, oval leaves and milk sap. I have tried various ways of starting a new plant from this

but with no success. Where can I get information on how to propagate this plant?

A. In our booklet on Rubber Plants. To obtain a copy, please write to me, in care of this newspaper, and enclose a self-addressed, stamped envelope plus 20 cents in coin with your request for it.

☆☆☆

Q. A friend told me I should discard my *dieffenbachia*, which I know is a poisonous plant if chewed or eaten, but she says it also poisons the air. Is this true? Are the little drops that sometimes fall from the leaf-tips poison, as she says?

A. Your friend, I'm sorry to say, is gabby and misinformed in equal proportions. A *dieffenbachia* cannot poison the air, even though its juices may cause unpleasant reactions in the mouth, or on the skin if this is abraded or cut. The drops of moisture are due to an excess of water in the soil, which the plant is trying to get rid of, or in the air, where such moisture interferes with the normal evaporation of transpired moisture from the leaves.

☆☆☆

Q. Will earthworms cause damage to a potted plant from the tunnels they make?

A. Some say yes, some say no. I have never objected to an earthworm here and there until this year, when, with a load of potting soil, I also got thousands of infant worms which are now large, wiggly, and inhabiting almost every pot. Whenever I note their castings in a pot, I soak the pot until the soil is soggy, then turn it on its side until the worms vamoose.

☆☆☆

Q. I have never seen this question answered: Is there a difference in plant food or fertilizer?

A. If you mean is there a difference between the two, yes. Generally speaking, fertilizer is a single material — nitrogen, phosphorus and potash are the main ones. Plant foods are combinations of these and, usually, other elements. If you really meant is there a difference in plant foods, such as more benefits in one brand than in another, the answer is still, yes. Some are what is called "balanced" — growth-stimulating factors balanced by factors that mature the new growth, and so on. Others are purposely unbalanced, to form a specific function. I wish indoor gardens would not place so much emphasis on plant foods and feeding. No product, not even the best one, most cases, when proper growing conditions are given can make up for poor growing conditions, and in a plant, it doesn't need supplemental feeding.

☆☆☆

Mrs. Walker is always happy to hear from readers, and whenever possible she answers their questions on house plants in her column, but she regrets that because of the vast volume of mail received she cannot reply to individual letters.

Publishers-Hall Syndicate

# uncle jack's garden diary

## Opossum's Raids Are Renewed; Writer Delighted

By Uncle Jack

One of the unexpected but pleasing experiences of our life in a suburban home on a small acreage that contains more trees, shrubs and other cover than is perhaps typical is the joy of observing some of the species of wildlife that have made their peace with man.

We have the squirrels, of course, which prosper in a wooded urban environment, but we also enjoy the neighborliness of chipmunks, tolerate the depredations of cotton-tail rabbits, astonish callers occasionally by being able to show them a woodchuck in the garden, watch in fascination the garbage can raiding of a raccoon, and are now celebrating the return of an opossum.

Remember Sidney? A year or two ago I penned a little report about him here, and the joy his nocturnal raids in our back yard gave us. Perhaps the marsupial, as the wildlife dictionaries call him, is not really Sidney, but one of his progeny. In any event, we are happy he has come to us. He provides amusing diversion for us on those moonlit winter nights.

The furry little creature with the absurd tail, according to the professional naturalists, will lie down and play dead when he is endangered or disturbed. We don't know. We haven't experiment. We are content to watch him through the back window when he ventures into the spotlight that is placed near the bird feeder and hungrily consumes the grain that the jays and the grackles and the other rough-necks of the avian world spill each day.

We have discovered also that we can attract him with other bait. Indeed, he appears to be almost as omniverous as our friend the raccoon, and appears grateful when we put out such goodies as meat scraps and other kitchen waste, apples, and other oddly assorted items. The mystery is his domicile. My tentative conclusion is that like the woodchicks and rabbits and even the raccoon, he has found a refuge under that tool shed we built 10 years ago but failed to seal to ground level.

## Acrostic Answer

F(ired) W. Friendly, Television

"I don't know anybody who is satisfied with television — not even the people who run it. The heart of it is that television makes so much money doing its worst that it can't afford to do its best."

(This Quote-Acrostic constructed by Helen Allen)

WORDS

A Fashions	K Takeover
B Whitish	L Endophyte
C Fatback	M Lean-tos
D Ratlish	N Estivate
E Idiotism	O Viewpoint
F Entities	P Ichthyoid
G Newmown	Q Snowed
H Dogtooth	R Intents
I Lourdes	S Offshoot
J Yttrium	T Notable

(Distributed 1968, by Publishers-Hall Syndicate)  
(All Rights Reserved)

### HELPING YOU TO HEAR BETTER IS OUR ONLY BUSINESS!

If you sometimes hear words, but don't always understand them, you may have a nerve deafness. You should see your medical (ear) doctor and get his advice.

If you need and would like to try a hearing aid, stop or call the people whose only business is the hearing aid business.

A COMPLETE LINE OF AIDS — and batteries and accessories for most makes... all at down-to-earth prices.

**APPLETON HEARING AID CENTER**

402 W. Wisconsin Ave., Appleton — Ph. 734-4670



Cliff Quimby  
Certified  
Hearing Aid  
Audiologist

### Modern Convalescent Home



A New Home for the Aged or Convalescent

Located One Block North of E. Wis. Ave. on the French Rd.  
Paul Kerkhoff, Prop. — Phone 4-0611



# 'Villain' of Gettysburg Is Exonerated in Tucker Study

By Robert D. Price

*Lee and Longstreet at Gettysburg.* By Glen Tucker. Bobbs-Merrill. \$6.

If there was a villain in the Battle of Gettysburg, popular fancy probably would nominate Lt. Gen. James Longstreet of the Confederate States of America. Over a period of years, the consensus of history was that Longstreet frittered away the South's chance of victory by his delays in obeying orders and by a stubborn attempt to impose his own private strategy upon the army.

Specifically, General Longstreet was charged with delaying his assault of July 2, 1863, upon the Union left from "sunrise" until past 4 p.m. He was accused also of undue slowness in bringing his corps to the field and aligning it for battle, and for dragging his feet in preparation for the attack of July 3 which came to be known as Pickett's Charge.

In recent years, a reassessment of Longstreet's role has emerged. Historians have come to the view that "Old Pete" was less at fault than other commanders on the field, not excluding Robert E. Lee. The process is brought to climax in Glenn Tucker's "Lee and Longstreet at Gettysburg."

Tucker not only exonerates Longstreet; he transfers the cloak of villainy to Maj. Gen. Jubal Early and Brig. Gen. William N. Pendleton. To that pair, he attributes the inception of the campaign to defame Longstreet, ascribing it to desire to divert attention from their own mistakes and a mistaken view that, by criticizing Longstreet, they were defending Lee—who needed no defending.

Significantly, Tucker makes a strong case for the fact that the Early-Pendleton criticisms did not emerge until after (1) Lee's death and (2) Longstreet's acceptance of Reconstruction, and avowal of Republican principles, actions which aroused much wrath in the South. He makes a strong point of the friendship and understanding between the Confederate commander and the lieutenant whom he called affectionately, "My old war horse."

Other Confederate chieftains, notably Lafayette McLaws and George Pickett, benefit by Tucker's research. But the main focus never strays far from the controversies surrounding Longstreet. In that area, "Lee and Longstreet at Gettysburg" earns a rating as historical scholarship of high order.

☆ ☆ ☆

*Ladies Bountiful.* By W. G. Rogers. Harcourt, Brace. \$6.95.

Behind many a literary or artistic genius suffering from impecuniosity there has been a benefactress—sometimes more than one—to pay the bills and help gain publication and recognition.

These ladies usually have been very wealthy, or at least moderately wealthy, and they have felt a "calling, dedication, escape, struggle, a maddening frustration, a job or a lark" in helping some creative spirit keep the wolf from the door.

They form an interesting and enticing clan, and what Rogers has done here is to limn their portraits and personalities. Most of the women in this book have been angels for novelists and poets.

Some of the ladies have been fairly well known, such as Sylvia Beach and Mabel Dodge Luhan; American-born Lady Maud Cunard and her daughter Nancy, and Claribel and Etta Cone, the spinster sisters from Baltimore. Others have had less public attention, such as Natalie Barney, the American expatriate who kept a Paris salon. They took care of living expenses

for their proteges and subsidized the "little magazines" which introduced new writers to the literary world.

One was not wealthy, but inspired, and there is a fine chapter devoted to her—Harriet Monroe, who doggedly published in Chicago "Poetry: A Magazine of Verse," where many a now-famous name first came to light.

Two chapters on D. H. Lawrence and James Joyce demonstrate how many women helped them with everything from typing services to finances; they also demonstrate that both authors were callously ungrateful spongers. But Rogers does not fault them on that account, taking the position that ingratitude and boorishness are privileges of the gifted.

Here is a fascinating collection of stories about a host of feminine patrons who somehow sensed, early in the game, that they had found a spark of genius to be nurtured for the future.

M. A. S.

☆ ☆ ☆

*THOMAS WOLFE.* By Andrew Turnbull. Scribner's. \$4.95.

Turnbull has an advantage over most biographers—he writes very well, and that makes a great difference in the way his subject comes to life. He demonstrated that skill in his biography of F. Scott Fitzgerald, and he demonstrates it again in this story of an equally colorful figure in American literature.

Wolfe was a giant in more than the physical, life-living sense; everything that he attempted and everything that he managed to achieve were on the grand, extravagant scale. Approximately Turnbull has done his portrait full length.

The whole story is here—Wolfe's early life, his schooling at Chapel Hill and Harvard, his early frustrations and failures as a writer, his restless wanderlust, his womanizing, his lyrical gift and literary mistakes, his bohemian disregard for convention, his prejudices, his distrust of the success he achieved, his feuds with the people who tried to help him—the whole rambunctious chronicle of a man who charged through life at high speed.

Naturally, two individuals play a large part in the story. One is Aline Bernstein, the older married woman who became his mistress in the early part of his career. Turnbull does not hesitate to show how shabbily Wolfe treated her when he broke off the affair.

The other is Maxwell Perkins, the famous editor, who had the task of trying to curb and corral Wolfe's "flood tide river" of words upon thousands of words.

Turnbull brings in just enough material about Wolfe's novels to show how they developed out of his own life, he sticks to his main theme of the man rather than the words.

This book is an understanding picture of a genius who also was a tormented volcano of a man.

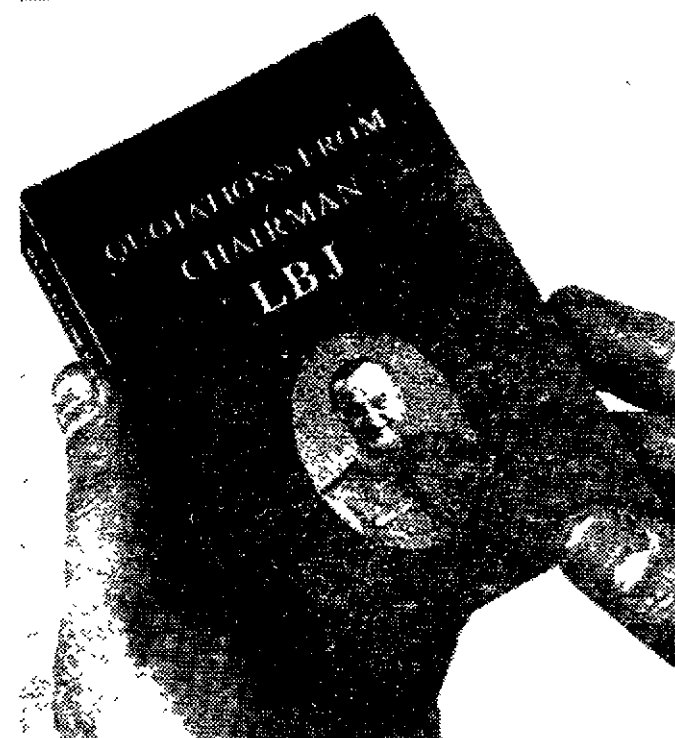
M.A.S.

☆ ☆ ☆

*Cats, 24 Hours a Day.* By Winifred Carriere. Funk and Wagnalls. \$4.95.

This is a useful and entertaining book for both the novice and experienced cat owner. The admirer of cats who does not own one will find it an enjoyable account of the joys of having cats.

Included are tips on choosing a cat, raising kittens, keeping a cat well, when to seek the aid of a veterinarian and communication with cats. The remainder of the book is devoted to excellent descriptions of the



"Quotations from Chairman LBJ"—This little red paperback is one of the most sought-after books these days around the White House. Containing some of President Johnson's sayings, the book is a takeoff on a similar-appearing volume, "Quotations from Chairman Mao-Tse-tung" from Communist China. The cover features a Johnson portrait showing the President dressed in Mao-style military tunic. A preface says: "No effort has been made to re-work these heroic thoughts into grammatical English." (AP Wirephoto)

different feline personalities with whom the author has lived.

Because cats are each different, the book is one that may be swiftly and enjoyably read, or set aside and picked up again without losing the thread.

There are Monnie and Minnie, who lived long, happy lives; Suzi and Jo-Jo, in cheerful youth, and the cats who came and went among her friends and associates. There is sweet Suzanne, whose life ceased shortly after she consumed a bittersweet berry, and Joey, who also came to an early end. The relationships between cats introduced into a family at different times are described with keen observation, and a thorough understanding of the way cats act.

That certain adjustments must be made by humans who decide to live with cats is not glossed over. The compensations, according to the author, considerably outweigh such trifles as claw marks in the slip covers and kittens up the draperies.

☆ ☆ ☆

*THE ECSTASY BUSINESS.* By Richard Condon. Dial. \$5.95.

Condon is a word-magician who gives you a wild farce about the international movie business and combines it with a detective mystery. That's a weird combination, but he also throws in (without trading stamps) some yak-yak humor full of puns and gags. What more could you ask?

Three people dominate the story. Most of the action takes place on a movie location in Hamburg, Germany.

On one level, this is a slapstick poke at the flickers, full of garish caricatures of the monumental eccentrics in the business.

But there also is a bit about murder. The hero is threatened with death several times, yet escapes. One of his associates is sliced up, but that's only a diversion.

If this sounds a little incoherent, so is the book. What we have here is an uninhibited romp through movieland, adorned by extravagant humor. That's the word for Condon's novel—extravagant.

M. A. S.

# Poets Laureates Surprise States They Represent

By the Associated Press

In Alabama, it's Bert Henderson, a 59-year-old assistant hotel manager. In Maryland, it's Vincent Godfrey Burns a 73-year-old Congregationalist minister. In Colorado, there's Milford E. Shields, 69, a motion picture projectionist.

They are poets laureate all, by governmental decree. And it may come as a surprise, but there are at least 17 poets laureate in America in some 15 states.

Pulitzer Prize winning poetess Gwendolyn Brooks expressed mild shock when she heard she was named to replace the late Carl Sandburg as Illinois' poet laureate. "I didn't even know Illinois had a poet laureate," she said.

Kentucky has three poets laureate—in the interest of political peace. Missouri liked the work of Nebraska laureate John G. Neihardt so much she lured him away and adopted him as her own. Alaska names her poets laureate for two year terms, expiring with each state legislature. Texas turns over a new one every year; currently it is Kathleen Henry Harris.

## 94, Still Writes

Adeline Jenney of Valley Springs—pop. 475—is the poet laureate for South Dakota. She's 94, was appointed in 1958 when Badger Clark died after holding the honor for 23 years.

Corbin A. Waldron, an attorney, is poet laureate for North Dakota. He writes under the name of "Dakota Cal."

James Larkin Pearson, 89, who has been a printer, newspaper reporter and writer, was appointed North Carolina's poet laureate by the late Gov. William B. Umstead in 1953.

Arkansas' poet laureate since 1953, is a widow, Rosa Zagnoni Marinoni. She replaced the late C. T. Davis Sr., who had served as the state's poet laureate since 1923, when the office was created by legislative resolution.

Florida has had a poet laureate—Vivian Laramore-Rader—for 35 years.

To those who think that a poet's laurel wreath makes him a captive, chained to the local rocks and rills, and doomed to eulogize the state's politicians and their ceremonies, it just isn't so. So say the poets.

Archibald Rutledge, 85, for 34 years South Carolina's poet laureate, once said, "I have never felt obligated to write a poem lauding political figures. If anybody asked me to write a thing, I'm sure to fail."

## Poems on Request

Georgia's poet laureate, Agnes Ezell Bramblett, 81, is obligated to write poems on request for the governor or the General Assembly. But she's never been asked. "The people at the Capitol don't think much of poet laureates," she said. "The poet laureate is something they take, like a pill."

But Mrs. Bramblett thinks the office of poet laureate is important, and should be considered so. "I always put it first," she says. And she thinks every state should have one. America is just too big to be represented by one poet.

Connecticut doesn't have a poet laureate. It doesn't even have a state song. But it does have as a citizen, Louis Untermeyer, noted poet and anthologist, who agrees with Mrs. Bramblett that a national poet laureate just isn't practical. "I don't think any one person can express America," he said. "It's too varied, too big."



When given the title of Poet Laureate for Illinois, a position created in 1962 and first held by Carl Sandburg, Gwendolyn Brooks admitted she wasn't aware such a position existed. A 1950 Pulitzer Prize winner for her lyric reflections of sadness and laughter in the slums, the 50-year-old poetess considers the title more honorary than a creative requirement. In her Chicago home, Poet Laureate of Illinois Gwendolyn Brooks works on another poem. (AP Newsfeatures Photo)

But neither does he think it a good idea for the states to name their own.

## Constant Controversy

"If Connecticut had a poet laureate, then Massachusetts would have to have one, and Rhode Island, and there would be a series of clamorous laureates exalting their particular states at the top of their lungs. And each laureate would feel it obligatory to do something for 'occasions.'"

"I don't think poetry should be written that way. Poetry should happen according to the mood and the desire and the need of the poet."

Lon Tinkle, Dallas Morning News book editor, took a look at the poets laureate of Texas in 1960, and wrote: "What began as a noble idea to champion the poet's contribution to our life has become a hollow honor. The legislature has about as much business deciding on poets laureate as it has naming saints to the calendar."

Maryland's current poet laureate, Vincent Burns, has been the center of almost constant controversy, since his appointment in 1962. A strong conservative, he attended meetings of segregationist groups, and the State Interracial Council called on the governor to forbid such acts or remove him from office. When he was quoted as attacking the Supreme Court, state officials called for nullification of his appointment.

Mostly poets laureate go on writing their poetry as they always have.

Illinois' Brooks continues to write of the sorrows and laughter of the slums. South Dakota's Miss Jenney writes of the cottonwoods and the prairies. Alabama's Henderson writes of the Confederate glories in the Civil War. Neihardt of Missouri and Nebraska writes of the legendary pioneers and the Sioux and the buffalo. In Alaska, Carol Berry Davis finds in the state flower, a forget-me-not, a face "as tender as Alaska's bears."

But whether they are famous or unknown, whatever the subject of their poems, they share one sad reality. They are essentially unpaid. Poetry, like virtue, is its own reward.

## TOM TEMPLE

### WINDOW, DOOR & AWNING CO., INC.

304 W. Parkway Blvd. Box 622  
Appleton, Wis.  
RE 4-9700  
24-Hour Answering Service

**MANUFACTURERS of:**


- Anodized Aluminum Storm Windows & Storm Doors
- With Koolshade Sunscreen or Aluminum Screen

**FRANCHISED DEALERS:**


- Flexalum Aluminum Awnings for Doors, Windows, Patios
- Roll-Up Awnings Crank-operated from Inside Your Home
- Koolshade Sunscreen Installed in aluminum frames or wood screen frames
- De Vac Porch Enclosures and Aluminum Inner Windows



Tom Temple



Ernie Feavel



Tom Temple, Jr.

## PROUD OF YOUR PICTURES?

Submit Them to **VIEW!**

- Human Interest
- Pets
- Scenic Views
- Edifices

**NO FAMILY PICTURES, PLEASE!**

If your entry is printed in VIEW you will receive two rolls of either 620, 120 or 127 film for your camera

**FREE!**

This Offer Made In Cooperation With  
**CAMERA EXCHANGE**

324 W. College Ave.

Appleton

# Brown County

VETERANS MEMORIAL

# ARENA

Phone GY 4-3401

## ARENA SCHEDULE

Sun., Feb. 25	— Nicolet Paper Employees Party — 6:30 to 10:30 p.m.	Square Dance Club — 8 p.m.
Mon., Feb. 26	— No Ice	
Tues., Feb. 27	— No Ice	
Wed., Feb. 28	— St. Norbert's Basketball — 8 p.m. Whirl-A-Way Dance Club — 8 p.m.	
Thurs., Feb. 29	— Set Up Circus	
Fri., March 1	— Dobritch International Circus — 4 p.m. & 8 p.m.	
Sat., March 2	— Dobritch International Circus — 10 a.m., 2:30 p.m., and 8 p.m.	

Phone for Room Rentals for Dances, Weddings, and Business Meetings  
Equipment for Rent — Tables, Chairs, and Booth Equipment  
Catering by Brault

**TRY POST-CRESCENT CLASSIFIED ADS**

February 25, 1968

Sunday Post-Crescent V 17



## Brush Stylist Renoir Was Born Today

By W. R. Doberstein



Although it isn't a milestone anniversary this year, today is the birth date of a French painter whose name is familiar to all who appreciate art. We're two years past the 125th birthday of Pierre Auguste Renoir—brush stylist extraordinaire.

Like his contemporary artists, Renoir went through a process of various styles of painting. His earliest work wasn't even on canvas, but was painted on commercial porcelain. He also did window shades and fans for Parisians. During advanced studies in art, he became acquainted with Claude Monet and other members of the yet-to-be-developed Impressionist group of painters.

Typical biographies about composers, writers, painters, or sculptors usually include the words: "He was influenced by . . ." Renoir is no exception. The problem is that during one period of his painting career, the influences were work by artists like Fragonard and Watteau. Later, Edouard Manet and Eugene Delacroix are mentioned as influences. The latter two were contemporary with Renoir. Actually, in varying degrees and at different times, all of these French artists influenced each other.

And each was affected by other factors, physical and economic. It wasn't uncommon for an artist to be detoured from his personal artistic inclinations for the sake of earning an income. In Renoir's case, the style with which he is most frequently identified was something which developed from the arthritic condition with which he was afflicted in his later years. In order to paint, it was necessary for someone to lash the brushes to his hands. The result: broad strokes and vivid colors, which included work in his broken-color technique, which requires the eye to do the final color blending.

Renoir is well represented on the stamps of France. His birthplace of Limoges is noted by two issues, one a pictorial in 1955 and the other a coat-of-arms semi-postal in 1942. Two of his paintings of children were used for the designs of the Red Cross issue of 1965. His own likeness appears on the high value of a 1955 semi-postal series (illustration).

And it's only a matter of time before one of his major paintings will be included in the art reproductions of France's well-launched Art series. Something like "The Luncheon of the Boating Party" would be nice. Whatever is selected, it will help round out the pleasing representation of art examples originating in France which have graced nearly 30 French stamps to date.

☆ ☆ ☆  
Is Francis Parkman more popular than the Boy Scouts or even Christmas? Stamp collectors think so. According to the latest figures released by the U.S. Post Office Department in Washington pertaining to

## Math Can be Useful Crutch When Player Knows Nothing

By Alfred Sheinwold

Probability depends on what you don't know. If you have seen the queen of spades in an opponent's hand you don't have to estimate the probability that it will be at your right rather than at your left. If you haven't seen the queen, and you have absolutely nothing to indicate that one opponent is more likely to hold it, you are entitled to assume that the queen is just as likely to be at your left as at your right. If you can finesse in either direction for the queen, you might just as well toss a coin to choose which way to finesse.

Probability theory tells you to finesse for the queen if you are missing five or more cards of the suit. To put it another way, you have less than an even chance to capture the queen by leading out the ace and king, whereas a finesse gives you an even chance. The odds change when you are missing only four cards of the suit. Then you have slightly better than an even chance to capture the queen by leading out the ace and king. The finesse is still only an even chance, hence not quite as good as playing for the drop.

These mathematical considerations gave rise to the old advice on finessing for queens: "With eight, ever; with nine, never." That is, always take a finesse for the queen when you have only eight cards in the suit, but never take the finesse when you have nine cards.

Before you write this rule in your little black book, take a second look at the first sentence of this article. Mathematics is a useful crutch when you know nothing, but in most bridge hands you can find out enough to disregard mere probability. For example, take today's hand, played at four spades in an expert rubber bridge game.

North dealer North-South vulnerable			
NORTH			
♠ K 10 9 5			
♥ 9 2			
♦ K 10 6 5			
♣ A 6 5			
WEST			
♠ 4			
♥ Q 7 3			
♦ J 8 7 3			
♣ 9 8 4 3 2			
EAST			
♠ Q 7 6			
♥ A K J 8 4			
♦ A 9 4			
♣ 10 7			
SOUTH			
♠ A J 8 3 2			
♥ 10 6 5			
♦ Q 2			
♣ K Q J			
North	East	South	West
Pass	1 ♥	1 ♠	2 ♥
3 ♠	Pass	4 ♠	All Pass
Opening lead — ♥ 3			

East took the king and ace of hearts and then shifted to the ten of clubs.

It's easy to see what would happen in the aver-

sales of first-day covers, here's what the statistics show:

The 6-cent Boy Scout Jamboree post card first placed on sale at Coeur D'Alene, Idaho, on Aug. 4 resulted in 471,585 first-day cancellations. The Christmas stamp on Nov. 6 at Bethlehem, Ga., had 462,118 first-day cancellations. The 3-cent Francis Parkman stamp of the "Prominent Americans" series on Sept. 16 at Boston sold 518,355 first-day cancellations.

age game. South would win the club return and lead out the top spades in a tearing hurry. Down one.

If somebody had forced the actual declarer to play the trumps early, he would have adopted the winning line of play by leading a spade to dummy's king and then returning a spade for a finesse with the jack. It was pretty obvious that East had the ace-king of hearts and the ace of diamonds for his opening bid. What could West have for the raise to two hearts? A singleton spade was the most likely answer.

Since nobody forced South to play the trumps in such a hurry, he adopted a much better plan. He won the club return in dummy with the ace and returned a low diamond. East played low, and South won with the queen.

Now South made his only risky play by leading the king of clubs. He felt pretty sure that East had started with more than one club because if East had held a singleton he would have returned it at the second trick instead of first cashing the ace of hearts.

When the king of clubs got by, South was pretty safe. He led a diamond to try a finesse with dummy's ten. East won with the ace of diamonds and returned the nine of diamonds to dummy's king. South discarded the queen of clubs on this trick and returned a club from dummy.

East discarded a heart, and South could safely ruff low. Now South ruffed his last heart in dummy and led dummy's last diamond. This was quite safe since West was known to have the jack of diamonds. East discarded his last heart, and South could safely ruff again with a low trump.

By this time South was reduced to three trumps in his own hand and three trumps in the dummy. What's more, he knew that East also had three trumps. All 13 hearts had been played, and East had failed to follow suit when clubs and diamonds had been led. East's last three cards had to be spades unless he had found a few jokers to fill out his hand.

Now South knew just how to play the spades. He led a low spade to dummy's king, thus capturing West's known singleton. Then he returned a spade from dummy, taking a marked finesse with the jack.

South had to play 10 tricks before he knew how to play the trumps, but then he could rely on a certainty instead of just a probability.

(Copyright, 1968)

**Improved Hearing**  
For Those Who Demand the  
Finest **MAICO**  
Inconspicuous, precision instruments, custom-fitted:  
**Mr. Jerry Will Be at**  
New London  
Tues., Feb. 27  
Sports O' Lectric  
310 N. Water St.,  
New London  
Shawano—Wednesday,  
Feb. 28, 2-5 p.m.  
Bilmar Hotel  
Ph. Shawano 526-2151  
For Information, Service or Appointments at Any Time  
Call 1-414-437-0661

**CLARENCE JERRY**  
CERTIFIED HEARING  
AID AUDIOLOGIST  
Associated Hearing  
Service, Main Office  
407 Bellin Bldg.  
Green Bay, Wis.

# No 'Soft Touch', She....?

By Mary Spicer

USED to be a "soft-touch" for salesmen—but not any longer. Door-to-door dramatics have made me adamant when I see any strange character nearing my door. I wouldn't mind so much if the approach were an open and honest one. What irritates me is the sneaky little things they use to trap you before you realize you've taken the bait.

Take the time I was late for a den mothers' meeting. Just as I was dashing toward the door, the phone rang. Impatiently, I answered. A voice gushing with familiarity said:

"Hello, there! You have been chosen to receive two magazine subscriptions, free of charge, for the next four years. Isn't that a nice surprise?" As I tried to stammer a reasonable sounding reply, I was drowned out by some rapid double talk.

As time grew later and later, I heard myself saying, "Yes, yes," to the bothering voice on the other end of the line. Somehow, I ended up with six other magazines—for which I paid handsomely.

I had hardly recovered from this episode when one evening, during supper, my doorbell rang. An enthusiastic young lady was at the door. Her face lit up when I answered, and she said with a "remember me" lilt in her voice, "Hi, I'm Jeanie Brown." Quickly, I shuffled through my memory of faces and voices, trying to place Jeanie, while she stood there with an all-knowing look on her face. After a slight pause, when she knew I was quite bewildered, she bubbled on:

"Guess what? I need just ten more points to earn my big prize. I get the points selling magazines."

Quickly I came back to earth, realizing I had never known Jeanie.

"No, I said emphatically, 'I don't want any.'"

Not one to give up so easily, she asked, "Do you take . . . ?" I said I did. At this point she actually jumped up and down, clapped her hands, and shouted, "A renewal of THAT magazine will just finish my quota." I was getting hold of myself now.

"No, no, no!" My roar must have been frightful, for she quickly backed away without another word.

The fatal blow to my relationship with salesmen started with an innocent letter from a close friend, stating that someone would soon call on me, in order to impart some vital information. My friend, Mary, thought it worth my while.

When the little note had been long forgotten, I received the phone call. It was Mary's "friend," asking to make an appointment. His vagueness of purpose aroused my suspicions.

"If you're trying to sell anything, I don't want it," I blurted out. "Oh, no," he cooed, "just let me come and talk to you." His supposed familiarity with Mary caused me to waver, and I said, "O.K."

An effervescent young man kept the appointment. I tried to pin him down right away as to his mission, but he was very secretive. Resignedly, I cleaned off a spot on the table at his bidding, and sat down, fearing the worst. It was! He set up an elaborate array of pictures and began his dramatics.

Flailing his arms, and with an increasing crescendo in his voice, he recited the hazards of fire in the home, including death by poisoning gases. As a shocking climax to his presentation, he set off a shrill fire alarm. It was too much for my weak nerves. The solution: Fool-proof fire alarms for the home.

"I don't want any," I muttered. He quoted an unbelievably low cost. Of course, all you had to do was sell at least ten alarms to your friends. Mary has them. And more, he made me feel I was letting my friend down. I could see Mary hopefully waiting for my sale. My common sense said, "No, no no!" . . . Alas, my house is now adorned with beautiful and decorative fire alarms. I can go to sleep at night knowing that before the poisonous gases can kill me, I'll be rudely awakened by the piercing bell. And every month I get that little statement.

I am really finished with salesmen. I will never again be taken in by their guiles. I will be firm and resolute. . . . Now, if you will excuse me, I must answer my doorbell. It is a man with a satchel. I wonder what he is selling. . . .

## "ASTRO-GUIDE" By Ceean

Sunday, February 25

**Present—For You and Yours . . . Outlook is fine in the majority of charts. For those who were born under signs not so favorable today, others will boost their morale, so all in all, this should be a satisfactory day for everyone. Not much excitement denoted, but after all, Sunday is intended as a day of rest for most.**

### The Day Under Your Sign

**Aries, Born Mar. 21 to Apr. 19**  
Pull yourself together and keep commitments even though tempted to loaf today.

**Taurus, April 20 to May 20**  
Tolerance and understanding are necessary, and Taurans have plenty of both.

**Gemini, May 21 to June 21**  
Don't attach undue importance to material things. Count your intangible blessings.

**Cancer, June 22 to July 21**  
Sermon will point up to you how much there is to gain through the soul.

**Leo, July 22 to Aug. 21**  
Apply brakes on negative thoughts. Optimism is warranted denote benefic rays.

**Virgo, Aug. 22 to Sept. 22**  
Keep everything on a business-like basis especially if dealing with relatives.

**Libra, Sept. 23 to Oct. 22**  
Although you aren't too enthused about trip, you'll enjoy it more than you expect.

**Scorpio, Oct. 23 to Nov. 21**  
Play your cards right today and you could gain benefits you never dared hope for.

**Sagittarius, Nov. 22 to Dec. 21**  
Regrets are transitory; you'll feel better after you get out and mix with people.

**Capricorn, Dec. 22 to Jan. 20**  
Don't deviate from arrangements made in advance, even though you wish you could.

**Aquarius, Jan. 21 to Feb. 19**  
If something better comes your way, don't hesitate to change your mind.

**Pisces, Feb. 20 to March 20**  
Steer clear of contention if possible. You can rely on your better instincts now.

1968, Publisher-Hall Syndicates

## These Excuses Were Accepted

BLOOMINGTON, Ind. (AP)—It's pretty tough to give a university professor an excuse he hasn't heard before, when it comes time to explain a tardy assignment.

But Henry A. Bern, director of the Bureau of Correspondence Study at Indiana University, says he's come across a few with a different twist.

He cited this note from George A. Long III of Rensselaer, Ind.

"For the last four months I have been stationed in the middle of the Mekong Delta, often working as many as 16 hours a day.

"Although I do have some free time. I am obligated to write home as often as possible. I have not entirely neglected my correspondence course, although I have made very little headway.

"I don't imagine I will have more than two or three lessons completed before my rotation date next February; however, since I will be discharged at that time, I will have nearly six months to complete this course before I enroll in September, 1968, at Indiana University."

Bern said Wayne Redenbarger of Litchfield, Ill., sent an excuse couched in the officialese of the military:

"My regret at my tardiness is equal to your concern in the matter. I have just come from the USS Liberty and have had rather extenuating circumstances thereby entailed. If this coming cruise is less eventful than the last, I hope to have the first of the lessons to you in the next month. Thank you for your patience."

Bern says Harry Chestnut of Dayton, Ohio, contributed this one:

"The Seminole, my ship, has been and will continue spending a great deal of time at sea. . . . To my regret there is no paper of the size used in your course on board at this time. Upon our return to the States, I will be able to purchase paper of the correct size. Until then please bear with me."

Replied Bern: "You have enough to worry about without being concerned about this. What you are using is okay."

## Way of Life

Life's everlasting struggle,  
I'm sure without a doubt,  
Is keeping money coming in,  
Hair and teeth from coming out.  
ROGER W. DANA



# Penneys



our fashions never say how much.

...just how right!

Our bright, 'right now' spring coats go more places, more often!

Here they are — the coats that shape a season's worth of fashion plans! Just watch them make front page news with their delightfuluy fresh, flippantly young spring outlook! Deft tailoring takes them along narrow demi-fit and sprightly A-lines. Artful detailing makes the most of verry belts, buckles, 'brass' button trims. Lightly textured fabrics reflect all the newest in the world of color — from neutrals to brights to frost pale pastels. There's something for everybody in this spirited collection . . . sizes for misses, juniors, and petites.

\$22 to \$27

Downtown  
Appleton

YOUR FRIENDLY PENNEY STORES

Fox Point  
Plaza, Neenah

# SHOWTIME

Post-Crescent Supplement

*Young Clint Howard  
Co-Stars With Bear  
In Sunday Television  
Series on Channel 2*



'Gentle Ben'  
Discovered  
In Wisconsin,  
At White Lake

Ben May Be Gentle, But He's Also a Believable, Real-Life Bear (Page 12)



## CLEVELAND SYMPHONY TONIGHT

8:00 P.M. — WAPL-FM — 105.7 MC.

Robert Shaw, Conducting  
Beverly Sills and Jill Walter, sopranos; Helen Vanni and Elaine Bonazzi, mezzo-sopranos; Marc Deller, counter tenor; Seth McCoy, tenor; Melvin Hakala, baritone; Thomas Faul and Ara Berberian, bass-baritones and The Cleveland Orchestra Chamber Chorus.  
Handel: "Semele," reculer criterion

## FAMILY STYLE Roasted or Broasted CHICKEN DINNER At VAN ABELS

In Hollandtown  
Every Sunday Noon to 9 P.M.  
No Reservations Needed  
Adults \$2.00 . . . Under 12, \$1.50

OPEN BOWLING DAILY EXCEPT MON. & TUES.  
— Dial Kau. 766-2291 —

Make Your Banquet & Wedding Reservations Now

FOR SALE  
OR RENT



WHEEL  
CHAIRS



HOSPITAL  
EQUIPMENT



CONVALESCENT  
EQUIPMENT

**FORD**  
**Rexall DRUGS**

24 Hour Rx Service — Free Rx Delivery

APPLETON  
322 W. College  
Next to Sears

2725 N. Meade  
Next to Doctors Pk.  
**NEENAH**  
Fox Point  
Shopping Center

## A MESSAGE

Every year hundreds of children die from accidental poisoning in tragic mishaps that could have been prevented. Often the cause of death can be a common household product, such as lye, bleach, or furniture polish. If you have youngsters, don't keep potentially dangerous items such as these within easy reach.

**LOOK** DRUG  
STORES

112 E. 2nd St. & 106 W. Wisconsin, Kaukauna

## MOVIES

# Bailey's Trail Tough One

HOLLYWOOD — For Raymond Bailey the road to a successful acting career was paved with many obstacles.

Bailey, who portrays Banker Drysdale on the CBS-TV series "The Beverly Hillbillies," knew he wanted to be an actor when he was 10 years old. Everything he's done since has been channeled towards this end.

Born in San Francisco and raised in Oakland, Ray went to work as a youngster, delivering papers, working in a cotton mill, drugstore and butcher shop. At 13, he was making \$3.00 a week.

He left high school during his second year when it became necessary for him to earn more to help the family finances. While in high school he increased his acting appetite by writing, directing and acting in plays.

Through one of his scoutmasters Ray got a job as a runner in a San Francisco brokerage house. His salary jumped to \$60 a month and the year was 1920.

After six months he went to work for a bank as messenger and his salary was increased to \$70 a month. During the summers Raymond worked in Yosemite Park and got his first glimpse of authentic show business. Victor Fleming was directing a film with Norma Shearer and Jack Holt. In Raymond, watching during every free minute, the show business "bug" grew even stronger.

For the next few years Raymond drifted along — in 1922 he worked as a day laborer in Los Angeles, later rode the freights and in 1926, left Oakland with \$2 in his pocket and bummed his way to Elkhart, Ind. where his sister lived.

He took a job in an Elkhart car factory but his heart wasn't in it. New York beckoned and Raymond, \$28 to his name, arrived in the big city

in 1928. Raymond signed with the Seaman's Institute and sailed around the world on freighters for four years. In 1930 he worked a pineapple plantation in Honolulu for 30 cents an hour. The following year he gave himself a push: he tried out for the new Community Theater in Honolulu. Accepted there, he sang, danced, acted and worked behind the scenes at night while working as a dockhand during the day. After two years of this tight schedule, to which he had added some radio work, he went to the Orient as a mess boy.

One of his sisters gave Ray \$100 and in 1934 he headed for Hollywood. He worked in little theaters and learned to do sketches and pantomime, then hooked up with the WPA Federal Theater. His main income was derived from a job with the Post Office. Raymond's first speaking part in the theater came about this time and in 1938 he was making \$94 a month, through his acting.

His motto has always been "I'll do it!"

While Ray appeared in the play "The Amazing Dr. Clitterhouse" he was signed for his first film, "Blackwell's Island," by Warners. His salary was \$100 a week. By the time he returned to San Francisco in 1941 he was making \$150 a week, playing gangsters, reporters, doctors and similar characters.

Because of his extensive sea duty, Raymond was able to attend the Maritime Academy in Alameda, California, during World War II. He competed with youngsters but managed to pass his exams, and graduated with an Ensign's commission. He saw action in the Pacific and was discharged a Lt. in 1945.

Upon leaving the Merchant Marine Raymond toured in "Ten Little Indians" for the USO and spent VJ Day in Paris.



Americans will get their first look at the many facets of the Soviet space program Friday (9-10), channels 4-5) in a special "The Soviets in Space." Most of what is shown in the film has never before been seen publicly, even in the Soviet Union. Among the cosmonauts who appear in the program is Colonel Alexei Leonov, first man to walk in space, shown here about to embark on a helicopter mission.

Bailey returned to New York in 1946 determined to resume his career but 1948 saw him dead broke.

Then things began to pick up. He toured with the national company of "Mr. Roberts," played in "Oklahoma" in Australia, went to England for radio shows and, in the early 1950's toured in "The Caine Mutiny Court Martial."

In 1951 he began doing live TV shows and to date, has appeared in more than 400

such shows, playing every type of character.

When "hillbillies" went on the air in 1962, Raymond was a natural to play Banker Drysdale.

Some actors make it big in a very short time. Others never make it at all. Raymond Bailey, who followed many different roads to reach his goal, never lost sight of it. Now, after 40 years of effort, he enjoys the fruits of all his varied labors.

## SHOWTIME CONTENTS

### SPECIAL FEATURES

Raymond Bailey Had Obstacles . . . . .	Page 2
Clark Gable on TV Anyway . . . . .	Page 3
Shakespeare Misinterpreted: Zeffirelli . . . . .	Page 4
Variety Show Hop Scotch . . . . .	Page 4
Canadian Cohen Making Noise in U.S. . . . .	Page 9
Grammy Contenders Announced . . . . .	Page 9
Poehler Takes on Directing . . . . .	Page 11
There's a Bear in the Living Room . . . . .	Page 12

### REGULAR FEATURES

Thorough Pull Out TV Logs . . . . .	Page 5
TV Feature Films . . . . .	Page 8
Midwest's Top-Selling Singles, Albums . . . . .	Page 11

### COLUMNS

Under the Album Covers (David F. Wagner) . . . . .	Page 10
Rudolph on Record (a Jack Rudolph) . . . . .	Page 11

# Gable Disliked TV, But Here He Comes

When work was begun on the television special, "Dear Mr. Gable," the first problem encountered was separating the real Clark Gable from all the legend, rumor and press-agentry that surrounded the film idol.

The special airs on NBC-TV, Tuesday, March 5 (7-8 p.m., Channels 4-5).

Many stories about him seemed to lack verification. Books and articles on Gable were in conflict on basic facts in his life story.

Much of this may have been the fault of Gable himself who was reluctant to answer personal questions. He once said to an interviewer, "I've told dozens of versions of my life to reporters. Which version do you want?"

Gable's wife, Carole Lombard, who loved practical jokes, seems to have perpetuated some wild legends and stories about him.

An oft-told one concerned Gable's part in "A Free Soul" in 1931. Almost every source seemed to agree that when Gable "slugged," "slapped," "punched," or gave Norma Shearer "a hard right to the jaw," audiences responded to his tough approach and overnight made a star of him. When "Dear Mr. Gable" producer Nicolas Noxon viewed the film, he was surprised to find that 30 years of overstatement had made much of

Gable's merely giving Miss Shearer a slight push into a chair.

To get a clearer picture of the private life of Gable, Noxon instituted a project among people who had known Gable intimately during every phase of his life.

The first step was to return to Gable's own hometown. Gable himself had never gone back to Cadiz, Ohio, after he was a famous star. But Noxon and executive producer Irwin Rosten went for him. With the aid of Milton Ronsheim, editor of the local newspaper, the producer made a nostalgic trip backward 60 years to the time when Buster Brown suits, playing the ukelele on the front porch, and playing in the town band were a part of growing up in rural Ohio. They sought out Gable's schoolmates and located rare family photographs belonging to Gable relatives for their television documentary special.

The search then shifted to Portland, Ore. It was known that Gable had there become engaged to a young actress named Franz Dorfler. After a nationwide search, she was located in Santa Monica, only minutes away from MGM. Miss Dorfler's richly detailed memories were recorded in a filmed interview. Her romance with the then uncompromising actor she knew as

Billy Gable makes an unusual story.

While living in Portland in 1923, Clark Gable also met drama coach Josephine Dillon who later became his first wife. A poignant moment came when the producer visited her at a rest home in Verdugo City, Calif. At the age of 80, her memory is gone. However, an unpublished manuscript, a touching account of the early years she spent with Gable, has been left by Miss Dillon with a relative. It sheds new light on Gable's early years.

Clark Gable's second wife, Ria Langham, died a year ago. But researchers were able to locate her daughter in Houston.

She related stories of the days when she was a teenager and her stepfather was the new movie sensation, Clark Gable, then 30 years old.

The search was extended to Gable's Army Air Force buddies in Florida and England during World War II. One was found in Los Angeles Municipal Court — a judge. Another runs a seafood restaurant in the San Fernando Valley. Proof that the search was thorough came every time someone in Greenwich, Conn., or Brownsville, Pa., would answer his telephone and say "Yes, I knew Clark Gable. But how did you find me?" During a three-month period, over \$1,100 was spent on long-distance phone calls alone.

The search widened rapidly to include all those who had been connected with Gable's career. Many were still employed at MGM, where publicists, stagehands, and wardrobe men were all Gable's friends. His famous Hollywood co-stars were contacted. A file-card system was set up on the hundreds of people contacted. Each person was interviewed at length. Many reminiscences were later filmed or taped so they could be used directly in the documentary.

Associate producer Meredith Brucker, who was responsible for locating and contacting the old-time Gable friends and associates, sought out a police officer at the Bureau of Missing Persons in Los Angeles during the early weeks of production. He briefed Miss Brucker on how the professionals track down missing persons.

One wall of an MGM office was utilized during this fact-finding phase of production as a giant bulletin board. There, each year of Gable's life was blocked out, based on first-hand recollections of those who had played a part in the actor's life.

Currently flourishing is a brand new Gable Cult. Producers expected to find most of the members to be women



Gable With Claudette Colbert in "Boom Town"

in their 50s. They had long conversations with one Gable fan, Gabe Essoe. He had a large collection of Gable memorabilia. The producers were surprised to find he is 23 years old; Essoe was 16 when Gable died; his greatest exposure to Gable had been via television. Another typical Gable collector is young comedian Ronny Schell, who says that seeing Gable in "Gone With The Wind" 16 times convinced him to become a performer himself.

The "Dear Mr. Gable" producers studied the Gable image as it evolved in motion picture films. They viewed over 60 films, for an estimated 184 hours. Key scenes from Gable's most famous films were noted for inclusion in the documentary — scenes from "Painted Desert," "It Happened One Night," "Mutiny on the Bounty," "Gone With The Wind," and "Mogambo." Then scenes were chosen to show Gable's special style in romancing his famous co-stars — Jean Harlow, Joan Crawford, Lana Turner, Greer Garson, and Rosalind Russell.

An interesting discovery was that Gable's real value as a star had been his support of his leading ladies. They react to him and respond to him, while the camera views them over Gable's shoulder. But scenes totally concerned with Gable, in which the cameras remain on close-ups of him, proved to be extremely rare.

Even in "Gone With The

Wind," though Gable's performance is usually remembered as dominant, he is actually on the screen a very short time. But the strength of his personality gave lasting effect to a Gable performance.

Noxon also sought film of Gable from unusual sources. He searched film library files in the United States and Europe for newsreel coverage of Gable dating back to the 30's. He contacted the National Archives in Washington, D. C., and private film collectors all over the country. Ads were placed in newspapers and in the motion picture trade magazines asking for unusual Gable film.

Amateur and professional photographers alike came forward with their favorite Gable snapshots or movie films. A widow in Edina, Minnesota, shyly contacted MGM Documentary to mention some home movies her husband had shot when he took Clark and Carole Lombard pheasant-hunting in South Dakota. The film, now over 17 years old, was in perfect condition. The casual hunting scenes show a Gable his movie audiences have never before seen.

Noxon visited the film depository at Wright-Patterson Air Force Base in Dayton, Ohio, to locate "Combat America," the film Clark Gable made for the Army Air Force during World War II.

William Hartsfield, mayor of Atlanta during the 1939 premiere there of "Gone With

The Wind," had a special film of the event, including candid scenes of Clark and Carole.

In all, some 51,000 feet of film was located. This was edited to the 5,000 feet required for the finished program. Film editor Bud Smith and his two assistants worked with producer Nicolas Noxon on the film cuts, revising and sharpening the finished documentary.

The documentary on the NBC Television Network Tuesday night, March 5, will show Rhett Butler and Fletcher Christian. But it will also show a restless, wandering youth who almost starved to death in the Pacific Northwest... an insincere young actor who was afraid to converse with educated people... a phenomenally successful star who watched every penny he spent for fear the bubble would break and he would be hungry again... a widower almost shattered by the news of his wife's tragic death.

An ironic footnote: Clark Gable, a movie actor of the old school, felt a star should not appear on television, a medium which he believed competed with motion pictures. He consented to appear only once on TV, in a brief interview with Ed Sullivan. Thus, "Dear Mr. Gable" constitutes his first and only television special, aired eight years after The King's death.



Young Gable in Early Film



**TOMORROW AT B-F-C . . . WHILE THEY LAST!**

**WE'VE SCOOPED THE MARKET  
WITH A SPECIAL FACTORY PURCHASE!**

Only a manufacturer could make possible a bedding sale of this stature. That's exactly what Serta did. Circumstances made it necessary for several large users to cancel some extremely substantial orders. Serta was left holding the bag. They called us with the offer of an exceptionally low price if we would take this bedding off their hands. We did and they did! Consequently, the savings can go right into your pocket if you take advantage of this good stroke of fortune.

**INNERSPRING  
MATTRESS or BOX SPRING  
10-YEAR GUARANTEE**

REG. \$49<sup>50</sup> **\$34<sup>50</sup>**

TWIN or FULL SIZE

# MAMMOTH SALE!

# MATTRESSES!

# BOX SPRINGS!

**\$1 DOWN**  
Delivers Any Unit  
COME IN, WRITE  
OR PHONE!  
**HURRY**

**INNERSPRING  
MATTRESS or BOX SPRING  
15-YEAR GUARANTEE**

REG. \$59<sup>50</sup> **\$44<sup>50</sup>**

TWIN or FULL SIZE

**INNERSPRING  
MATTRESS or BOX SPRING  
20-YEAR GUARANTEE**

REG. \$79<sup>50</sup> **\$54<sup>50</sup>**

TWIN or FULL SIZE

**SPECIAL  
COMPANION  
FEATURE!**

**HOLLYWOOD  
HEADBOARDS**  
Wood—Plastic—Brass  
Values to \$29.95

**\$7<sup>99</sup>**

**DON'T  
MISS  
THIS  
SALE!  
HURRY**

**Serta®**

OPEN EVERY EVENING UNTIL 9  
MONDAY THRU FRIDAY—  
SATURDAY UNTIL 5 P.M.

N. MASON

W. WISCONSIN AVE

*Wichmann's*  
**BUDGET FURNITURE CENTER**  
*On Appleton's Northside*

where you always buy for less

FREE PARKING • 1320 WEST WISCONSIN AVENUE • FREE DELIVERY

# Shakespeare Misinterpreted

ROME — Shakespeare may still be one of the most popular authors in the world, but are his plays being presented correctly?

A resounding "no" comes from director Franco Zeffirelli, whose convention-shattering productions have proven him a man of daring.

"Perhaps I go too far and in 20 years they'll say I'm mad," he speculates. Meanwhile, he's willing to risk the judgment in trying to overcome Victorian interpretations of the past.

The Italian director with an international reputation cited "A Midsummer Night's Dream" as one example of distortion.

"It is a black comedy filled with sex fantasies; only the bloody Victorian tradition has made it a spring parade," he asserted.

"The damage to the historical plays is much smaller, but 'Romeo and Juliet' and 'Hamlet' are much abused. They need great work."

Zeffirelli has been working on a film version of "Romeo and Juliet" for Paramount, and he is using youthful actors in the leading roles. Those who saw the lusty approach he took in his film of "The Taming of the Shrew" will know that he doesn't tread timidly with the Bard's work.

"Our generation has lost many illusions," he observes

in explaining his approach to doing the story of Romeo, Juliet and their ill-fated love. "We are not dreamers. We approach things with a clear mind."

"When we face a great text, a classic, we don't find extra-human values, but search for the human side, because our generation is not one that poses as super-human. I consider myself extremely matter-of-fact. Very few things faze me. The posing is passe. I see Romeo and Juliet for what they are."

"In the previous generation," the director stresses, "there was a tendency to idealize values and give them a semi-divine coloring. A hero was a man who had extra-human possibilities. With Hamlet, there was a tendency to make him into a semi-god. Today we may make him a shaggy rascal, but with the right values."

Zeffirelli, who boldly plunges into making movies, staging operas, and directing theatrical productions on Broadway and in European capitals, has in mind modern youth when he considers how to film "Romeo and Juliet."

As he puts it: "Today youth has lost a clear approach to values. I have a fear that even love and friendship have lost much of their value."

He sees Romeo in the following context: "Romeo is a pacifist who doesn't want to



Zeffirelli With His "Juliet," Olivia Hussey

participate in the stupid brawls of the city. He refuses to carry a sword. That's how Shakespeare portrayed him. But when the moment of truth comes, he knows exactly what to do. He takes the weapon."

One interpretation of Shakespeare by Zeffirelli which would be likely to stir opposition from many around the

world who do productions of the Bard's plays concerns "Othello." He says:

"'Othello' is generally read properly, except for Iago. He is usually played as a villain. But Iago should be played like an angel. Shakespeare sympathized with Iago."

Zeffirelli didn't see the production last season that was

done of "A Midsummer Night's Dream" off-Broadway in New York. That particular presentation turned the work into a strange black comedy, with much emphasis on sex and weird dreams staged for bizarre effect.

"I can't comment on the production itself, but it's a

marvelous approach," he believes.

Zeffirelli can't be everywhere at once, but if he were able to dictate approaches for various Shakespeare festivals and numerous school productions, obviously there would be some changes made. And lots of heated arguments.

## By Cynthia Lowry



Dick Cavett

# Variety Shows Are Everywhere

NEW YORK (AP) — The time seems not far off when the harried television viewer can scurry across the hectic hours of life like Liza crossing the ice, hopping from variety show to variety show.

For variety currently is the spice of TV life, no matter what the network press department announcements say about "meaningful drama." When the current season started last September, there were nine glorious prime-time hours of variety programs, stretching from Ed Sullivan on Sundays to Jackie Gleason on Saturdays, with the Carol Burnetts, Red Skeltons, Jerry Lewises, Dean Martins in between.

The mid-season birth rate was high. Out of six evening replacements of fallen series, one-half were variety shows.

Television also developed a couple of indigenous entertainment forms after the first star-host — probably Garry Moore — put a desk in front of a camera and, from a vantage point behind it, introduced assorted performers and talkers that ranged from Swiss bell-ringers to authors on publication day.

The programs that followed the form scarcely fit the tradition of the old-fashioned

vaudeville show. But "Today," "Tonight," "The Joey Bishop Show," "The Merv Griffin Show," "The Mike Douglas Show," "The Pat Boone Show" and "The Woody Woodbury Show" that start rolling into the living rooms — or master bedrooms — at 7 a.m. and wind up at 1 a.m. certainly fit the definition of the variety show closer than they do that of any other category.

Television programmers, obviously impressed by the ratings and enthusiasm generated by programs such as "The Smothers Brothers Comedy Hour" and now "Rowan and Martin's Laugh-in," apparently believe that if viewers respond happily to a liberal helping of one TV dish, they develop an insatiable appetite for it.

Now singer John Gary has become the host of a syndicated variety show taped in a Miami Beach night club. Steve Allen soon will try his hand at the s\$e game again.

And, ABC on March 4 will sweep out 90 minutes of its current morning programming — a couple of limping game shows and reruns of "The Donna Reed Show," and replace them with a variety show called "This Morning,"

starring Dick Cavett, 31, a soft-voiced, quick-witted comedian of youthful mien and Ivy League background.

And if "This Morning" draws the matinee audience, it is a cinch that the rival networks will dispatch those lovely, lucrative reruns of "The Dick Van Dyke Show," and "The Andy Griffith Show," and those low-budgeted game shows, and we will soon see sprouting even more morning, afternoon and night variety shows.

The sales plot of "This Morning" is an attempt to capture "the young homemaker" — in television land, that means the feminine consumer between 18 and 35, preferably with lots of clothes to wash, floors to polish and sinks to scour.

Cavett's assignment, in stark terms, is to capture the attention and loyalty of busy young housewives as, between 10:30 and noon, they make beds, wash dishes, start the laundry, supervise the children and perform other matutinal chores.

The program follows the established format — interviews with authors, actors and savants, comedy in the currently popular ad lib fash-

ion, and frequent doses of music.

Cavett, a Nebraska native, moved from Yale education to summer stock, and then, while working as a copy boy on a news magazine, managed to sell a monologue to Jack Paar, then the king of the late evening audience.

He ultimately joined Paar's writing staff and, when he left, stayed with "Tonight" to dream up quips for Groucho Marx, Merv Griffin and Mort Sahl when they filled the empty chair for short periods. He also was on the writing staff for Griffin's daytime show, moved over to Jerry Lewis' short-lived ABC show and finally moved onto Johnny Carson's program before he decided to do his own material.

Cavett agrees that the official "assumption of the show" is that it will be aimed at women.

"But I am thinking about it as if it were a program that would or could be on any time of the day," he said. "I shall presume that there will be children in the audience as well as night watchmen with insomnia and traveling salesmen trapped in a motel room on a rainy day."



The information in this log is compiled from material supplied by networks and area stations. Programs subject to change without notice.

**Stations Represented:**  
 2—WBAY-TV, Green Bay  
 4—WTMJ-TV, Milwaukee  
 5—WFRV-TV, Green Bay  
 6—WITI-TV, Milwaukee  
 7—WSAU-TV, Wausau  
 9—WAOW-TV, Wausau  
 11—WLUK-TV, Green Bay  
 12—WISN-TV, Milwaukee

## SUNDAY

6:35 a.m.

6 — News (C)

6:45 a.m.

6 — Pattern for Living

7 a.m.

2 — Look Up and Live (C)

5 — Social Security in America

11 — Christophers (C)

7:15 a.m.

5 — Faith for Today (C)

6 — Sacred Heart (C)

7:30 a.m.

2 — Camera Three. "A Woman's Place Is in the . . ." is an examination of the changing balance of male-female equality in the modern world by two experts with differing points of view. (C)

4 — Library Story (C)

6 — Faith for Today (C)

9 — Wisconsin Education Association

11 — George of the Jungle

12 — Light Time

7:45 a.m.

4 — Library Playhouse (C)

5 — NBC Religious Series

12 — Davey and Goliath (C)

8 a.m.

2-7-12 — Tom and Jerry (C)

4 — Religious Service (Jewish) (C)

5 — Skylite Cavalcade (C)

6 — Christophers (C)

9 — Faith for Today

11 — Beatles

8:15 a.m.

2 — Sacred Heart (C)

5 — Know the Truth

6 — For Better or Worse (C)

8:30 a.m.

2-7-12 — Underdog (C)

4 — This Is the Life (C)

6 — Lutheran Guideposts (C)

11-9 — Milton the Monster (C)

8:45 a.m.

5 — This Is the Life (C)

9 a.m.

2 — Sunday Mass (C)

4 — Christophers (C)

5 — Topic (C)

6 — Mass for Shut-Ins (C)

7 — Lamp Unto My Feet (C)

11-9 — Linus the Lionhearted (C)

12 — Answers for Today (C)

9:30 a.m.

2 — Sacred Heart (C)

4 — Kids Klub (C)

5 — Sunday Funnies. Laurel and Hardy and Cartoons. (C)

11-6-9 — Bugs Bunny (C)

7-12 — Look Up and Live (C)

9:45 a.m.

2 — Light Time

10 a.m.

2 — Movie

5 — Famous Adventures of Mr. Magoo. "Don Quixote II."

The romantic Cervantes saga, with Magoo as the idealistic



"Frankly, Pops, it was those repulsive TV soap commercials that caused me to 'tune out'!"

old knight, who tries to reform the world, aided only by the earthy Sancho Panza. (C)

11-6-9 — Bullwinkle (C)

10:30 a.m.

4 — Showplace of Homes (C)  
 5 — Littlest Hobo. When Hal, an unemployed ventriloquist, saves London from the dog catcher, they form an alliance which results in Hal's finding a job.

7-12 — Face the Nation (C)

9 — Movie

11-6 — Discovery '68. Gleason, Jerome, Peace, Total Wreck and other towns which once were thriving places in the old West and now only echo their colorful and legendary past are explored. (C)

11 a.m.

2 — Take Two (C)

4 — Sports Club (C)

5 — Sugarfoot. Sugarfoot, sentenced to life slavery by an irascible judge, wins his freedom when he uses two magic words.

6 — Close-Up (C)

7 — This Is the Life (C)

11 — Herald of Truth (C)

12 — Other 98 (C)

11:30 a.m.

4 — Bowling With the Champs. Elmer Barkow vs Taylor Richards. (C)

6 — Viewpoint (C)

7 — Hour of Deliverance (C)

11 — Canadian Hockey. Hamilton vs Toronto. (C)

12 — Linus the Lionhearted (C)

11:40 a.m.

2 — Tax Tips (C)

11:45 a.m.

2 — News (C)

Noon

2-9 — Dick Rodgers (C-Channel 2)

5 — Meet the Press (C)

6 — Directions (C)

7 — News

12 — Bugs Bunny (C)

12:15 p.m.

7 — Hunter

12:30 p.m.

5 — Victory at Sea. "Target Suribachi" The global pincers closing on Japan as the Allies

move toward the home islands from east and west forms the theme of this episode

6 — Public Conference (C)

7 — TBA

11-9 — Issues and Answers. Sen. J. William Fulbright, Chairman of the powerful Senate Foreign Relations Committee, will present his views on the Pueblo situation and discuss the recent upsurge of Communist aggression in Saigon and other major South Vietnamese cities. (C)

12 — Car and Track (C)

12:45 p.m.

2 — Great Moments of Music (C)

7 — Kiplinger

1 p.m.

2-7-12 — NHL Hockey. Toronto at New York. (C)

NEW YORK

- |               |               |
|---------------|---------------|
| 1 Giacomin    | 1 Bower       |
| 2 W. Hillman  | 2 L. Hillman  |
| 3 Howell      | 3 Pronovost   |
| 4 Brown       | 4 Rupa        |
| 5 Geoffrion   | 7 Horton      |
| 7 Gilbert     | 8 Ellis       |
| 8 Nevin       | 10 Armstrong  |
| 9 Fleming     | 11 Oliver     |
| 10 Jeffrey    | 12 Stankowski |
| 11 Hadfield   | 14 Keon       |
| 12 Stewart    | 16 Walton     |
| 15 Neilson    | 18 Pappin     |
| 16 Seiling    | 20 Pulford    |
| 19 Ratelle    | 21 Sly        |
| 20 Coyette    | 22 Conacher   |
| 21 Henry      | 25 Carleton   |
| 22 Marshall   | 26 Stanley    |
| 25 Kurtenbach | 27 Mahovlich  |
| 30 Simmons    | 30 Gamble     |

4 — The Outdoorsman — Joe Foss (C)

5 — Movie (C)

11-6-9 — NBA Game of the Week. Philadelphia at St. Louis. (C)

ST. LOUIS

- |              |                |
|--------------|----------------|
| 10—Snyder    | 12—Reid        |
| 14—Wilkins   | 13—Chamberlain |
| 20—Lehmann   | 14—Guokas      |
| 23—Hudson    | 15—Greer       |
| 24—Davis     | 20—Filipek     |
| 27—Caldwell  | 24—Jones       |
| 29—Bilas     | 25—Walker      |
| 30—Oht       | 28—Metcheloni  |
| 31—Beatty    | 32—Cunningham  |
| 32—Bridges   | 34—Jackson     |
| 34—Tarmohlen |                |

Coach: Richie Guerin Coach: Al Hannum

1:30 p.m.

4 — Open Question (C)

2 p.m.

4 — Experiment in Television (C)

3 p.m.

4-5 — Big Three Golf. The second match in a four-part competition in which Arnold

Palmer, Jack Nicklaus and Gary Player compete for \$50,000 in prizes. (C)

6 — American Sportsman. One week delay. (C)

11-9 — American Sportsman. Troy Donahue, actor, hunts antelope in Colorado; Curt Gowdy and Frank Woolner fish for Cape Cod bass in Massachusetts; Sportsmen Jim Riknoff and Bill Reade in a coursing expedition in Portugal; Turkey calling vignette with sportsmen Claude Kelly and Grits Grasham, in Alabama. (C)

3:30 p.m.

2-7-12 — Children's Film Festival. "Skinny and Fatty."

Acclaimed Japanese motion picture about a fat, rich, babyish boy who, through the friendship of a poor, skinny boy, learns to make his own way in the world. (C)

4 p.m.

4 — Heart Forum (C)

5 — Animal Secrets. The program will examine how the brain responds to learning. Dr. Loren Eiseley, the noted anthropologist, is host. (C)

6 — Movie (C)

9 — Big Picture

11 — State Swimming and Wrestling Championships

4:30 p.m.

2-7-12 — Amateur Hour. Singers, dancers, a balancing act and an instrumental group, representing the states of Florida and Tennessee, compete for viewers' votes. (C)

4 — Open Question — The Law and You (C)

5 — Frank McGee Sunday Report (C)

9 — Discovery '58

5 p.m.

2-7-12 — 21st Century. Part two of "From Cradle to Classroom" will examine, among other things, the teaching procedures used with youngsters at the Syracuse University Children's Day Care Center. (C)

4-5 — College Bowl (C)

9 — It's a Small World

5:30 p.m.

2-9 — Buck Owens (Channel 2-C)

4 — Muri Deusing Safari. "Yugoslavia" with Dr. J. Gerald Hooper. (C)

5 — Wild Kingdom. Cameras follow a litter of newborn cheetahs as they explore the veldt surrounding their lair in Central Rhodesia. (C)

6 — Death Valley Days (C)

7 — News

11 — Homestead

12 — F-Troop

5:45 p.m.

11 — Raintree Chinchilla (C)

6 p.m.

2-7-12 — Lassie. A trained raccoon lost in the forest attempts to make friends with wild animals as Lassie races to save her from hidden peril. (C)

5 — Focus (C)

11-6-9 — Voyage to the Bottom of the Sea. The men of the giant sub Seaview battle a baffling enemy — a rapidly growing jungle which threatens them and the entire world. (C)

6:30 p.m.

2-7-12 — Gentle Ben. Fritz Weaver will make a guest-star appearance. He will play the role of Oce Franklin, a shrimp fisherman whose pre-

**DOUGHERTY'S the Man to SEE . . .**  
**for COLOR TV**  
**Dougherty's TV Sales & Service**  
 135 E. Wisconsin Ave Appleton

## An Invitation

You are invited to see the most modern and complete COLOR TELEVISION SERVICE SHOP in the area at our store. See the service that backs the sale! Store is open 10 a.m. to 9 p.m. daily!

**TRUDELL'S Valley Fair**

We Specialize in the Repair of All Makes of  
**COLOR TELEVISION SETS**

- Factory Trained in Magnavox and GE Color TV.
- We Service All Makes of Radio, Television Sets, Stereo, Etc.

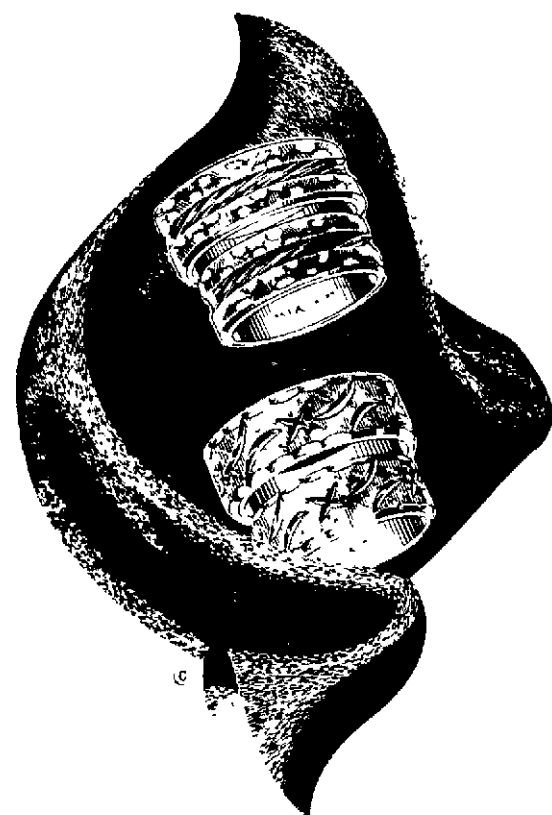
**REIMER'S RADIO & TV SERVICE**

137 S. Walter Ave., Ph 9-2828 or 4-1904



When Your TV Goes Bad . . .  
 Don't Get Mad . . .  
 Cure Most TV Troubles  
 TEST YOUR OWN TUBES  
 On Our "Self Service"  
 Tube Tester.  
 REPLACE BAD TUBES  
 HERE!

**TRUDELL'S Valley Fair**



*When You Plight  
 Your Troth*

at the double ring ceremony, be sure that you slip an ArtCarved band on each other's finger. Wide and handsome are these — with textured interest that is so much in vogue right now. Fourteen karat gold.

His rings \$47.50 each. Her rings \$42.50 each. Others from \$70.00.

Your Credit Is Good at

**Pitz & Treiber**

**The Reliable Jewelers**

— STORE HOURS —

Mon., Tues., Wed., Thurs., Sat. 9-5  
 Friday 9-9

A.A.L. Bldg. 220 W. College Ave.

occupation with his work prompts his lonely son Jamie, played by Richard Duemmling, to run off in the treacherous Everglades. (C)  
**4-5 — Walt Disney's Wonderful World of Color.** Adventure story about orphan boy whose defiant attitude nearly costs him a new chance at life on a sheep ranch. (C)

**7 p.m.**  
**2-7-12 — Ed Sullivan.** Among Ed's guests are Dinah Shore, Jackie Mason, Ed Ames, and Gladys Knight and the Pips. (C)  
**11-6-9 — The FBI.** Erskine leads a desert search for Frank Padgett, who intends to kill his hostage, Katherine Daly, after she guides him to a hidden air plane. (C)

**7:30 p.m.**  
**4-5 — Mothers-In-Law.** Eve and Kaye resort to phony blackmail tactics to prevent a fight between their husbands. (C)

**8 p.m.**  
**2-7-12 — Smothers Brothers Comedy Hour.** The Brothers greet singer Pete Seeger. (C)  
**4-5 — Bonanza.** An itinerant prospector accused of murder escapes jail and begs Hoss for protection. (C)  
**6 — Movie (C)**  
**11-9 — ABC Movie.** "Flame Over India." (C)

**9 p.m.**  
**2-7-12 — Mission: Impossible.** Agent Phelps is assigned to expose the carefully protected chief of a nationwide murder-for-hire ring whose victims disappear without a trace. (C)  
**4-5 — High Chaparral.** Ricardo Montalban guest-stars as a notorious wounded bandit leader who threatens annihilation of the Cannons by his followers unless he is released. (C)

**10 p.m.**  
**2-4-5-6-12 — News (C)**  
**7 — News**

**10:20 p.m.**  
**5 — Movie**  
**6 — Eyewitness (C)**  
**10:25 p.m.**  
**12 — Movie (C)**

**10:30 p.m.**  
**2 — Movie (C)**  
**4 — I Remember Illinois (C)**  
**6 — ABC Movie (C)**  
**7 — Movie**  
**9 — News**  
**11 — News (C)**  
**10:50 p.m.**  
**11 — Second Hundred Years (C)**

**11 p.m.**  
**9 — Joey Bishop (C)**  
**11:20 p.m.**  
**11 — Movie**  
**11:30 p.m.**  
**4 — Marshal Dillon (C)**  
**12 a.m.**  
**4 — News (C)**  
**12:05 a.m.**  
**12 — News (C)**  
**12:15 a.m.**  
**2 — Zane Grey Theater**  
**1 a.m.**  
**6 — News (C)**  
**1:20 a.m.**  
**6 — For Better or Worse (C)**

## MONDAY

**6:30 p.m.**  
**2-7-12 — Gunsmoke.** Ed Begley guests as Mr. Sam'l, a bewhiskered water witch who shows up in Dodge City during a drought and promises to find water. (C)  
**4-5 — Monkees.** The boys go to England when Davy inherits a country estate. Peter Tork makes his directorial debut. (C)  
**11-6-9 — Cowboy in Africa.** The game ranch is used as a way station in the kidnaping of an ex-premier of a neighboring country. (C)

**7 p.m.**  
**4 — The Man From U.N.C.L.E. (C)**  
**5 — Rowan and Martin's Laugh-In.** Connie Stevens, Larry Storch and the Temptations guest with stars Dan Rowan and Dick Martin. Temptations sing "Get Ready," performed while the group portrays a French Foreign legion unit assaulting a German fort manned by Arte Johnson. (C)

**7:30 p.m.**  
**2-7-12 — Lucy.** Joan Crawford plays a Hollywood star who

retires at the peak of her fame despite the pleas of agents, producers and fans who want her to make more pictures. (C)  
**11-6-9 — Rat Patrol.** A personal tragedy for Moffitt jeopardizes a raid on Rommel's tank supply depot. (C)

**8 p.m.**  
**2-7-12 — Andy Griffith.** Emmett buys his wife a mink coat for their 25th wedding anniversary, but goofs in his attempt to keep it secret. (C)  
**4-5 — Danny Thomas Hour.** "Thomas at Tahoe". Danny presents his one man supper-club act, filmed during a performance at Harrah's Lodge in Lake Tahoe, Nevada. (C)  
**11-6-9 — Felony Squad.** Leroy and Mace Baker serve notice on Sgt. Sam Stone that they are going to kill him. (C)

**8:30 p.m.**  
**2-7-12 — Family Affair.** Uncle Bill meets an attractive widow, who also has three children, and his own family eagerly starts matchmaking. (C)  
**11-6-9 — Peyton Place.** Steven tells the Carsons he will search for Kelly's birth certificate; hostility clouds the reunion of Dr. Rossi and his brother; Betty speaks sharply to Norman. (C)

**9 p.m.**  
**2-7-12 — Carol Burnett Show.** Guests are Gerry Moore, Dward Kirby and John Gary. They salute 1937. (C)  
**4-5 — I Spy.** Robinson and Scott are assigned to protect a retired agent (guest Jim Backus), against a vengeance-seeking escaped prisoner. (C)  
**11-6-9 — Big Valley.** Nick becomes the target of a jealous husband during a bear hunt. (C)

**10 p.m.**  
**2-4-5-6-11-12 — News (C)**  
**7-9 — News**

**10:30 p.m.**  
**2 — N.E.W. Championship Bowling.** Tom Radtke, Weyauwega, vs. last week's winner. (C)  
**4-5 — Tonight Show.** Returning to New York after two

weeks in California, Johnny Carson welcomes the Cowsills. (C)  
**11-9 — Joey Bishop.** Scheduled: Jerry Vale, Louise O'Brien, Charlie Byrd. (C)  
**11:30 p.m.**

**2 — Movie**  
**12 a.m.**  
**4-5 — News (C)**  
**9 — News**  
**12:15 a.m.**  
**6 — News (C)**  
**12:20 a.m.**  
**4 — Movie**  
**12:25 a.m.**  
**12 — One Step Beyond**  
**12:45 a.m.**  
**6 — Movie**  
**12:55 a.m.**  
**12 — News (C)**

## TUESDAY

**6:30 p.m.**  
**2-7-12 — Dakari.** Judy the chimpanzee becomes self-appointed nursemaid for a wounded wild lion, only to have her patient accused of killing cattle. (C)  
**4-5 — I Dream of Jeannie.** Believing Jeannie is married to Tony and is being mistreated by him, Mrs. Bellows makes arrangements for her to get a divorce. (C)  
**11-6-9 — Garrison's Gorillas.** Gena Rowlands guests as a con woman who joins the Gorillas on the French Riviera to discredit a Nazi general. (C)

**7 p.m.**  
**4-5 — Jerry Lewis Show.** Jerry's guests are Bobby Darin and Jane Powell. A violin duet between Jerry and Bobby turns into a duel. Jane, Bobby and Jerry play musical instruments and try acrobatics and impersonations — all with disastrous results. (C)

**7:30 p.m.**  
**2-7-12 — Red Skelton.** Red ranges in age from a small boy to an old man, and in locale from a drive-in movie to the Eiffel Tower, in his pantomime concert, "Laughter — the Universal Language."

**11-9 — Treasure Isle (C)**  
**11:45 a.m.**  
**2-7-12 — Guiding Light (C)**  
**11:55 a.m.**  
**4 — News (C)**  
**5 — NBC News (C)**  
**NOON**  
**2 — Noon Show (C)**  
**4 — Girl Talk (C)**  
**5 — Mid-Day (C)**  
**7 — Noon Show**  
**9 — In Town Today**  
**11 — Fugitive**  
**12 — News (C)**  
**12:05 p.m.**  
**12 — Dialing for Dollars (C)**  
**12:15 p.m.**  
**5 — Dialing for Dollars (C)**  
**12:30 p.m.**  
**4-5 — Let's Make a Deal (C)**  
**12 — As the World Turns (C)**  
**1 p.m.**  
**2-7-12 — Love Is a Many Splendored Thing (C)**  
**4-5 — Days of Our Lives (C)**  
**11-6-9 — Newlywed Game (C)**  
**1:30 p.m.**  
**2-7-12 — House Party (C)**  
**4-5 — Doctors (C)**  
**6 — Divorce Court (C)**  
**11-9 — Baby Game (C)**

before audience of diplomats. (C)  
**11-6-9 — It Takes a Thief.** Alexander Mundy asks the SIA to get a lady thief paroled to help him steal a fur coat. (C)

**8 p.m.**  
**4-5 — NBC Movie.** "McGuire Go Home." (C)  
**8:30 p.m.**  
**2 — Death Valley Days (C)**  
**7 — Movie**  
**11-6-9 — N.Y.P.D. Det. Johnny Corso** infiltrates a gang of "thrill muggers." (C)  
**12 — Good Morning World (C)**  
**9 p.m.**  
**2 — Panorama (C)**  
**6-9 — Invaders (C)**  
**11 — Alfred Hitchcock**  
**12 — Is Milwaukee Turned On? (C)**

**9:30 p.m.**  
**2-12 — CBS Special.** "Report from Vietnam by Walter Cronkite." Walter reports on the tangle of recent events in Vietnam and the new direction the war has taken. (C)

**10 p.m.**  
**2-4-5-6-11-12 — News (C)**  
**9 — News**  
**10:25 p.m.**  
**7 — News**  
**10:30 p.m.**  
**2 — Perry Mason**  
**4-5 — Tonight Show.** Scheduled: Orson Bean. (C)  
**6 — Movie (C)**  
**11-9 — Joey Bishop.** Scheduled: Ken Murray, Grant Griffin, Mary Taylor. (C)  
**12 — Movie**

**10:55 p.m.**  
**7 — CBS Special**  
**11:25 p.m.**  
**7 — Championship Bowling (C)**  
**11:30 p.m.**  
**2 — Movie**  
**12 a.m.**  
**4-5 — News (C)**  
**9 — News**  
**12:15 a.m.**  
**6 — News (C)**  
**12:20 a.m.**  
**4 — Movie**  
**12 — One Step Beyond**  
**12:45 a.m.**  
**6 — Movie**  
**12:50 a.m.**  
**12 — News (C)**

## WEDNESDAY

**6:30 p.m.**  
**2-7-12 — Lost in Space.** Smith is turned into a stallion by Tybo, a carrot-creature who rules a strange plant kingdom in outer space. (C)  
**4-5 — Virginian.** A drama which Stacey Grainger battles self-pity after some rogoading by the Virginian his Uncle Clay. (C)

**6 — Suspense Theater. (C)**  
**11-9 — Avengers.** A ventriloquist, injured in an crash, is found to have demons in his stomach. (C)

**7:30 p.m.**  
**2-7-12 — Beverly Hillsbill.** Hans Conried, in a guest-role as Stromboli, the worst greatest violinist, tries to teach Jethro how to play runs into a talent gap. (C)  
**6-9 — Second Hundred Years (C)**  
**11 — Valley of the Titans.** relationship between the of Oshkosh and its college Wisconsin's largest state university. Produced and rated by John Froyd. (C)

**8 p.m.**  
**2-7-12 — Green Acres.** Ol decides that Hooterville should have a barbershop gives Eb \$25 for a correspondence course in the trade. (C)  
**4-5 — Kraft Music Hall.** "Comedy Survival Kit," starring Steve Allen. (C)  
**6-9 — ABC Special.** "Pre-Laugher." (C)

**11 — College Basketball.** consin State University-Oshkosh vs. St. Norbert College-DePere. Coach Bob Whit WSU-O Titans are rolling ward a State University Conference title, but Romy I nar's Green Knights are likely to pay little heed to this loop contest telecast live from Brown County Veterans Memorial Arena. Jim Irwin

## PROGRAMS SEEN DAILY MONDAY THRU FRIDAY

**6:25 a.m.**  
**12 — Farm Report**  
**6:30 a.m.**  
**2 — Sunrise Semester (C)**  
**6:35 a.m.**  
**12 — Sunrise Semester (C)**  
**6:45 a.m.**  
**4 — Cartoons (C)**  
**5 — Farm Digest (C)**  
**6:50 a.m.**  
**6 — RFD**  
**7 a.m.**  
**2 — Cheer-Up Time (C)**  
**4-5 — Today Show (C)**  
**6 — Classroom (C)**  
**(Wed.—Home, Garden—C)**  
**11 — Cartoons With Bozo (C)**  
**7:05 a.m.**  
**7 — News**  
**12 — CBS News (C)**  
**7:25 a.m.**  
**4-5 — News (C)**

**7:30 a.m.**  
**4-5 — Today Show (C)**  
**6-12 — News (C)**  
**7:35 a.m.**  
**12 — Lippy Lucy (C)**  
**7:40 a.m.**  
**6 — Cartoons (C)**  
**7:45 a.m.**  
**6 — King and Odie Show**  
**8 a.m.**  
**2-7-12 — Captain Kangaroo (C)**  
**6 — Cartoons (C)**  
**11 — Leave It to Beaver**  
**8:25 a.m.**  
**4-5 — News (C)**  
**8:30 a.m.**  
**4-5 — Today Show (C)**  
**6 — Treasure Isle (C)**  
**11 — Film Features**  
**9 a.m.**  
**2 — Physical Fitness (C)**  
**4-5 — Snap Judgment (C)**  
**6 — Dating Game (C)**  
**7 — Romper Room**  
**11 — NEWIST**  
**12 — Ed Allen (C)**  
**9:20 a.m.**  
**2 — Film Features (C)**  
**9:25 a.m.**  
**4 — Coffee Bee (C)**  
**5 — NBC News (C)**

**9:30 a.m.**  
**2-7-12 — Beverly Hillsbillies**  
**4-5 — Concentration (C)**  
**6 — Donna Reed**  
**9 — Film Features**  
**10 a.m.**  
**2-12 — Andy of Mayberry**  
**4 — Today for Women (C)**  
**5 — Personality (C)**  
**7 — Features (C, B-W)**  
**11-6-9 — Temptation (C)**  
**10:25 a.m.**  
**6-9 — Marlene Sanders (C)**  
**11 — Children's Doctor (C)**  
**10:30 a.m.**  
**2-7-12 — Dick Van Dyke**  
**4-5 — Hollywood Squares (C)**  
**11-6-9 — How's Your Mother-in-Law? (C)**  
**11 a.m.**  
**2-7-12 — Love of Life (C)**  
**4-5 — Jeopardy (C)**  
**6-9 — Bewitched**  
**11 — Bachelor Father**  
**11:25 a.m.**  
**2 — News (C)**  
**7-12 — CBS News (C)**  
**11:30 a.m.**  
**2-7-12 — Search for Tomorrow (C)**  
**4-5 — Eye Guess (C)**  
**6 — Merv Griffin (C)**

**11-9 — Treasure Isle (C)**  
**11:45 a.m.**  
**2-7-12 — Guiding Light (C)**  
**11:55 a.m.**  
**4 — News (C)**  
**5 — NBC News (C)**  
**NOON**  
**2 — Noon Show (C)**  
**4 — Girl Talk (C)**  
**5 — Mid-Day (C)**  
**7 — Noon Show**  
**9 — In Town Today**  
**11 — Fugitive**  
**12 — News (C)**  
**12:05 p.m.**  
**12 — Dialing for Dollars (C)**  
**12:15 p.m.**  
**5 — Dialing for Dollars (C)**  
**12:30 p.m.**  
**4-5 — Let's Make a Deal (C)**  
**12 — As the World Turns (C)**  
**1 p.m.**  
**2-7-12 — Love Is a Many Splendored Thing (C)**  
**4-5 — Days of Our Lives (C)**  
**11-6-9 — Newlywed Game (C)**  
**1:30 p.m.**  
**2-7-12 — House Party (C)**  
**4-5 — Doctors (C)**  
**6 — Divorce Court (C)**  
**11-9 — Baby Game (C)**

**1:55 p.m.**  
**9 — Children's Doctor (C)**  
**11 — News (C)**  
**2 p.m.**  
**2-7-12 — To Tell the Truth (C)**  
**4-5 — Another World (C)**  
**11-6-9 — General Hospital (C)**  
**2:25 p.m.**  
**2 — News (C)**  
**7-12 — CBS News (C)**  
**2:30 p.m.**  
**2-7-12 — Edge of Night (C)**  
**4-5 — You Don't Say (C)**  
**6 — Movie**  
**11-9 — Dark Shadows (C)**  
**3 p.m.**  
**2-7-12 — Secret Storm (C)**  
**4-5 — Match Game (C)**  
**11-9 — Dating Game (C)**  
**3:25 p.m.**  
**4-5 — NBC News (C)**  
**3:30 p.m.**  
**2-7 — As the World Turns (C)**  
**4-5 — Movie**  
**9 — Donna Reed**  
**11 — Merv Griffin (C)**  
**GUESTS FOR WEEK:**  
**Mon. — Robert Merrill, David Frost, Doris Lilly.**  
**Tues. — Lori Burton, Genevieve, Albert Finney, Charlie Callas.**  
**Wed. — Della Reese, Louise Nye, Ultra Violet, Stanley Myron Handelman, Merilman Smith.**

**Thurs. — Rocky Graziano, Morgan, Maureen Arthur.**  
**Fri. — A. V. Falana, Morey Amsterdam, Barbara Nichols, Maurice E. Roble Porter.**  
**12 — Leave It to Beaver**  
**4 p.m.**  
**2 — Popeye (C)**  
**6-7 — Mike Douglas (C)**  
**9 — Fugitive**  
**12 — Gilligan's Island**  
**4:30 p.m.**  
**2 — Flintstones (C)**  
**11 — Bewitched**  
**12 — Of Lands and Seas (C)**  
**5 p.m.**  
**2 — Gilligan's Island (C)**  
**4 — Newsmakers (C)**  
**5 — McHale's Navy**  
**11-9 — ABC News (C)**  
**5:10 p.m.**  
**4 — News (C)**  
**5:30 p.m.**  
**2-7 — CBS News (C)**  
**4-5 — NBC News (C)**  
**6 — ABC News (C)**  
**9 — Rifleman**  
**11 — Mike Douglas (C)**  
**12 — News (C)**  
**6 p.m.**  
**2-4-5-6 — News (C)**  
**7-9 — News**  
**12 — CBS News (C)**





Peter, Paul and Mary, a popular singing group, will appear on "The Jonathan Winters Show" Wednesday.

dies play-by-play, and Van Patten does color.

8:30 p.m.

2-7-12 — He and She. Dick and Paula resort to cunning when all else fails in their effort to obtain tickets to the North-western-Michigan football game. (C)

9 p.m.

2-7-12 — Jonathan Winters Show. Among the guests are singers, Peter, Paul and Mary. (C)

4-5 — Run for Your Life. Paul Bryan investigates a mysterious drowning and discovers it is part of a murder plot involving jealousy and a million dollars. (C)

10 p.m.

2-4-5-6-11-12 — News (C)

7-9 — News

10:30 p.m.

2-4-12 — Movie

4-5 — Tonight Show (C)

7 — Movie (C)

11-9 — Joey Bishop. Scheduled: Carol Channing, Jack Hilliard. (C)

12 a.m.

4-5 — News (C)

9 — News

12:15 a.m.

2 — Naked City.

12:20 a.m.

4 — Movie.

12:25 a.m.

6 — News (C)

12:50 a.m.

12 — One Step Beyond.

12:55 a.m.

6 — Movie.

1:20 a.m.

12 — News (C)

## THURSDAY

6:30 p.m.

2-7-12 — Cimarron Strip. Chester Morris plays Decker, leader of an outlaw gang of Army deserters. (C)

4 — Muri Deusing Safari. "Discovering Yugoslavia" — Dr. Hooper. (C)

5 — Daniel Boone. Hans Conried, in the role of a light-fingered magician, and young Anthony Alda, in his TV debut, guest-star as thieves with designs on the fur catch of Daniel Boone. (C)

11-6-9 — Batman. The Joker builds a flying saucer, terrorizes Gotham City — and plans to put Batgirl in orbit. (C)

7 p.m.

11-6-9 — Flying Nun. Sister Bertrille finds herself the object of youthful adoration when Carlos' godchild, Linda

Sharpiro, becomes a guest of the convent. (C)

7:30 p.m.

4-5 — Ironside. Ironside traces the identity of a beautiful amnesiac who has fallen in love with him. Vera Miles guests. (C)

11-6-9 — Bewitched. Samantha's witchcraft saves the day when a bright green synthetic lawn is delivered by mistake. (C)

8 p.m.

2 — Movie (C)

6 — That Girl (C)

7-12 — CBS Movie. "Spencer's Mountain." (C)

11-6-9 — Carol Channing and 101 Men. A special starring Miss Channing with guests Walter Matthau, comedian George Burns, country-western star Eddy Arnold, the Association vocal group and the Air Force Academy Cadet Chorale. This is the special postponed late last year because of a strike. (C)

8:30 p.m.

4-5 — Dragnet. Sgt. Friday and Officer Gannon search frantically for a man who called from an undisclosed location to report he plans suicide. (C)

6 — Peyton Place (C)

9 p.m.

4-5 — Dean Martin Show. Dean Martin bandies jests and songs with guests Arthur Godfrey, Jonathan Winters, the Gracco and Willard comedy team and comedy song stylists Sandler and Young. (C)

6 — Avengers (C)

9 — Newlywed Game (C)

11 — Invaders. A young girl witnesses the fiery death of an alien and believes it was a vision. (C)

9:30 p.m.

9 — Dating Game (C)

10 p.m.

2-4-5-6-11-12 — News (C)

7-9 — News

10:30 p.m.

2 — Perry Mason

4-5 — Tonight Show. Scheduled: Vincent Price. (C)

6-7-12 — Movie (C)

11-9 — Joey Bishop. Scheduled: Lulu, Gaylord and Holiday. (C)

11:30 p.m.

2 — Movie

12 a.m.

4-5 — News (C)

9 — News

12:20 a.m.

4 — Movie

12:40 a.m.

6 — News (C)

12:50 a.m.

12 — One Step Beyond

1:10 a.m.

6 — Movie

1:20 a.m.

12 — News (C)

## FRIDAY

6:30 p.m.

2-7-12 — Wild Wild West (C)

4-5 — Tarzan. Tarzan enlists the help of Sir Basil (guest Maurice Evans), a military expert, in opposing slave traders threatening a defenseless tribe. Guest star Julie Harris as Miss Jones, a missionary teacher, opposes the use of force. Part One (C)

11-6-9 — Off to See the Wizard. "Clarence, the Cross-

Eyed Lion." Comedy of a teenager in Africa and the jungle "gentleman" she picked as a pal. Part One (C)

7:30 p.m.

2-7-12 — Gomer Pyle, USMC. Gomer mounts a bulldozer to clear part of Camp Henderson for a rocket launcher and runs into a man who claims the land is his. (C)

4-5 — Star Trek. Captain Kirk and his crew are exposed to a deadly virus and go to the planet where it originated. (C)

11-6-9 — Operation: Entertainment. Tim Conway, guest host, from George Air Force Base, Victorville, Cal., greets the Clinger Sisters. The Mills Brothers, David Frye, Lainie Kazan and Jackie Wilson. (C)

8 p.m.

2-7-12 — CBS Movie. "Flight From Ashiya." (C)

8:30 p.m.

4-5 — Hollywood Squares. Panelists: Wally Cox, Charley Weaver, Abby Dalton, Adam West, Kaye Ballard, Allen and Rossi, Eva Gabor and Roddy McDowell. (C)

11-6-9 — Guns of Will Sonnett. Will Sonnett goes to jail on a charge of selling guns to the Indians, hoping to learn from a gun-running cellmate the hiding place of rifles that will be sold to rebellious Chief Red Leaf. (C)

9 p.m.

4-5 — The Soviets in Space. The many facets of the Soviet space program are documented for the first time. Much of what is shown in the film has never before been seen publicly, even in the Soviet Union. (C)

11-6-9 — Judd for the Defense. Clinton Judd attacks the probation laws when he defends an ex-convict charged with murder. (C)

10 p.m.

2-4-5-6-11-12 — News (C)

7-9 — News

10:30 p.m.

2-6 — Movie (C)

4-5 — Tonight Show (C)

7 — Wanted: Dead or Alive

9-12 — Movie

11 — Joey Bishop. Scheduled: Minnie Pearl, Roy Clark, Dana Valery. (C)

11 p.m.

7 — Movie

12 a.m.

4 — News (C)

5 — Movie (C)

12:20 a.m.

4 — Movie

12:35 a.m.

2 — Movie

12:50 a.m.

6 — News (C)

12 — Movie

1 a.m.

7 — Movie

1:20 a.m.

6 — Movie

## SATURDAY

6:30 a.m.

2-12 — Sunrise Semester (C-Channel 12)

5 — Genetics

6 — Farm Scene

6:45 a.m.

4 — Cartoons (C)

7 a.m.

2-7-12 — Captain Kangaroo (C)



Sammy Davis is guest host-performer on "The Hollywood Palace" Saturday.

4 — Agriculture USA (C)

5 — Astro Boy

11 — Insight (C)

7:15 a.m.

6 — News (C)

7:30 a.m.

4 — Cool McCool (C)

5 — Kimba, the White Lion (C)

6 — Cartoons (C)

9 — Agriculture USA (C)

11 — Bachelor Father

8 a.m.

2-7-12 — Frankenstein Jr. (C)

4-5 Super 6 (C)

11-6-9 — Casper (C)

8:30 a.m.

2-7-12 — Hercule Poirot (C)

4-5 — Super President (C)

11-6-9 — Fantastic Four (C)

9 a.m.

2-7-12 — Shazzan (C)

4-5 — Flintstones (C)

11-6-9 — Spiderman (C)

9:30 a.m.

2-7-12 — Space Ghosts (C)

4-5 — Samson and Goliath (C)

11-6-9 — Journey to the Center of the Earth (C)

10 a.m.

2-7-12 — Moby Dick (C)

4-5 — Birdman (C)

11-6-9 — King Kong (C)

10:30 a.m.

2-7-12 — Superman-Aquaman Hour (C)

4-5 — Atom Ant and Secret Squirrel (C)

6-9 — George of the Jungle (C)

11 — Bozo's Big Top (C)

11 a.m.

4-5 — Top Cat (C)

6-9 — New Beatles (C)

11:30 a.m.

2-7-12 — Johnny Quest (C)

4 — Championship Bowling. Ted Hoffman vs. Tommy Tuttle. (C)

5 — Cool McCool (C)

6 — Cartoons (C)

11-9 — American Bandstand. Host Dick Clark's guests are the Iron Butterfly group and singer Tommy Roe (C)

Noon

2-7-12 — Lone Ranger (C)

5 — My Friend Flicka (C)

6 — Littlest Hobo (C)

12:30 p.m.

2 — Modern Agriculture (C)

4-5 — College Basketball. Marquette vs. Western Michigan (C)

6-9 — Happening '68 (C)

7 — TBA

11 — Farmer's Almanac of the Air (C)

12 — Road Runner (C)

12:45 p.m.

7 — Kiplinger

1 p.m.

2-7-12 — Big 10 Basketball. Minnesota vs. Michigan State (C)

6 — Hawaiian Eye

9 — Wisconsin Conservation

11 — Happening '68

1:10 p.m.

9 — Agriculture Today

1:30 p.m.

11 — Championship Bowling. Dave Davis vs. Don Horn (C)

1:50 p.m.

9 — Proxmire Reports

1:55 p.m.

9 — Melvin Laird Reports

2 p.m.

6 — Professionals (C)

9 — City Government

2:15 p.m.

9 — Know Your County Government

2:30 p.m.

4 — Foresight UWM (C)

5 — Wonderful World of Golf (C)

11-6-9 — Pro Bowlers Tour. Finals of the \$45,000 Buckeye PBA Open are telecast live from Toledo, Ohio (C)

3 p.m.

2-7-12 — Golf Classic (C)

4 — Wonderful World of Golf (C)

3:30 p.m.

5 — Movie (C)

4 p.m.

2 — Everglades (C)

4 — It's a Draw (C)

7 — Jerry Goetsch Show

11-6-9 — Wide World of Sports. Jim McKay hosts the World Figure Skating Championships from Geneva, Switzerland, telecast via satellite. America's Peggy Fleming will defend her women's crown. (C)

12 — Outer Limits

4:03 p.m.

4 — Movie (C)

4:30 p.m.

2 — Women's Bowling. Vivian Carlson, Menominee, Mich., vs. last week's winner. (C)

5 p.m.

7 — Petticoat Junction (C)

12 — 77 Sunset Strip

5:27 p.m.

4 — It's a Draw (C)

5:30 p.m.

2 — Romy Gosz Band With Tony Gosz (C)

4 — Gadabout Gaddis (C)

5 — NBC News (C)

6 — Who Knows? (C)

7 — CBS News (C)

9 — Western Star Theater

11 — Pursuit of Excellence: The Vienna Choir Boys. One-hour special depicts story of the famed choral group focusing on a young Austrian chorister, 12-year-old Rainhardt Tilly. The program starts from the time of his acceptance as a candidate for the group, through trying moments of the summer training session, to the day of decision — when he is accepted or rejected by the choir (C)

6 p.m.

2-4 — News (C)

5 — F-Troop. Captain Parmenter is kidnapped by a pair of renegade Indians known as the Loco Brothers. (C)

6-7-9 — News

12 — CBS News (C)

6:30 p.m.

2-7-12 — Jackie Gleason. Gay Paree welcomes the junketeering Kramdens and Nortons on the first stop of their

round-the-world adventures. (C)

4-5 — The Saint. Unexpected twists in drama of dead man who continues to return home, though no one ever sees him. (C)

9 — Dairyland Jubilee

11-6 — Dating Game. Comedian Fannie Flagg is guest contestant. (C)

7 p.m.

11-6 — Newlywed Game (C)

7:30 p.m.

2-7-12 — My Three Sons. Steve Douglas and his family visit American hospitality while their Chinese visitors show respect for their hosts' wishes, and each runs the others' plans (C)

# TV FEATURE FILMS

## SUNDAY

10:30 a.m. — Channel 9 — Honeymoon in Bali

1 — Channel 5 — Up Periscope (1959). James Garner, Edmond O'Brien. Navy lieutenant, during World War II, is ordered aboard submarine to get special photographs on Jap controlled island. (C)

4 — Channel 6 — Four Guns to the Border (1954) (C)

8 — Channel 6 — Teahouse of the August Moon (1956) (C)

8 — Channels 11-9 — Flame Over India (1960). Kenneth Moore, Lauren Bacall. A soldier is assigned to rescue Indian prince and American governess from Indian frontier when rebellion occurs among Moslem tribesmen. (C)

10:20 — Channel 5 — Something of Value (1957). Rock Hudson, Sidney Poitier. Son of British colonial farmer, raised in Kenya, East Africa, tries to stop the Mau Mau terror peacefully but the violence changes him to a revengeful man.

10:25 — Channel 12 — Shotgun (C)

10:30 — Channel 2 — The Counterfeit Traitor (1962). William Holden, Lilli Palmer. A naturalized Swedish executive is blackmailed by the British Government to spy on the Nazis. (C)

10:30 — Channel 6 — Flame Over India (1960)

10:30 — Channel 7 — On the Waterfront

11:20 — Channel 11 — Mad Little Island (1958). Jeannie Carson, Ian Hunter. Residents of a beautifully uncivilized island fight the coming of a rocket base.

## MONDAY

2:30 — Channel 6 — Forbidden (1954)

3:30 — Channel 4 — Safari (C)

3:30 — Channel 5 — Devil's Doorway (1950). Robert Taylor. Tragic drama of Indian injustice in white man's move westward when Shoshone, honored for Union service in Civil War, must fight for family's land

10:30 — Channel 6 — The Devil Makes Three (1952)

10:30 — Channel 7 — Wings of the Hawk

10:30 — Channel 12 — Storm Warning

11:30 — Channel 2 — Taza, Son of Cochise (1954). Rock Hudson, Barbara Rush. The oldest son of an Apache chief clashes with his brother over a beautiful girl.

12:20 a.m. — Channel 4 — Girls on the Loose

12:45 a.m. — Channel 6 — Sleeping City (1950)

## TUESDAY

2:30 — Channel 6 — Peggy (1950) (C)

3:30 — Channel 4 — The True Story of Jesse James (C)

3:30 — Channel 5 — Confidentially Connie (1953). Van Johnson, Janet Leigh. About a high-principled, low-salaried young professor, his pregnant wife and his rich father who coaxes and connives to bring them back to live on his Texas ranch.

8 — Channels 4-5 — McGuire Go Home. Dirk Bogarde, Susan Strasberg. An American girl visiting Cypress during the British occupation, comes under suspicion of both the Cypriots and a British Occupation Forces major despite her efforts to remain neutral. (C)

8:30 — Channel 7 — Requiem for a Heavyweight

10:30 — Channel 6 — Bengal Brigade (1954) (C)

10:30 — Channel 12 — Laura

11:30 — Channel 2 — Because of You (1952). Loretta Young, Jeff Chandler. A woman's criminal past catches up to her and harms her husband and daughter.

12:20 a.m. — Channel 4 — Dreamboat

12:45 a.m. — Channel 6 — The Young Land (1959)

## WEDNESDAY

2:30 — Channel 6 — Jeopardy (1953)

3:30 — Channel 4 — Bombers B-52 (C)

3:30 — Channel 5 — The Two Mrs. Carrolls (1947). Humphrey Bogart, Barbara Stanwyck. Man's first wife dies suspiciously. When he remarries, his second wife begins to fear for her safety.

10:30 — Channel 2 — Hellcats of the Navy (1957). Ronald Reagan, Arthur Franz. Adventure of the Navy at War.

10:30 — Channel 6 — Adam's Rib.

10:30 — Channel 7 — Bell, Book and Candle (C)

10:30 — Channel 12 — The Interiors

12:15 a.m. — Channel 2 — Black Eagle of Santa Fe. Brad Harris, Tony Kendall.

12:20 a.m. — Channel 4 — Three Brave Men

12:55 a.m. — Channel 6 — Zarak (1957)

## THURSDAY

2:30 — Channel 6 — It Happens Every Thursday (1953)

3:30 — Channel 4 — Foreign Intrigue (C)

3:30 — Channel 5 — Excuse My Dust (1951). Red Skelton, MacDonald Carey. When Red invents a "gasmobile," he incurs the wrath of his girl's father, a livery stable owner. (C)

8 — Channel 2 — Pony Express (1953). Charlton Heston, Rhonda Fleming. Buffalo Bill Cody and Wild Bill Hickok

team up to carry the mail from Missouri to California. (C)

8 — Channels 7-12 — Spencer's Mountain (C)

10:30 — Channel 6 — The Racers (1955) (C)

10:30 — Channel 7 — Blanche Fury (C)

10:30 — Channel 12 — Captain Horatio Hornblower (C)

11:30 — Channel 2 — The Rawhide Years (1956). Tony Curtis, Arthur Kennedy. A young gambler fights both sides of the law when he's accused of a riverboat murder.

12:20 a.m. — Channel 4 — The Girl in the Kremlin

1:10 a.m. — Channel 6 — Gideon of Scotland Yard (1959)

## FRIDAY

2:30 — Channel 6 — Lizzie (1957)

3:30 — Channel 4 — Visit to a Small Planet

3:30 — Channel 5 — Calling Bulldog Drummond (1951). Walter Pidgeon. London's famous detective is called out of retirement to break a gang of hoodlums who are terrorizing the city with million dollar robberies.

8 — Channels 2-7-12 — Flight from Ashiya (1964). Yul Brynner, Richard Widmark, George Chakiris. A cargo vessel is being battered by a typhoon and seamen are attempting to transfer women and children to lifeboats. Three Air Service Rescue are dispatched to the area, near Japan, and en route, the stories of their personal lives are told in flashbacks. Once there, their cover plane crashes and the leader (Widmark) is forced to make a distasteful decision. (C)

10:30 — Channel 2 — The Wackiest Ship in the Army. Jack Lemmon, Ricky Nelson. A misfit crew uses a sailing ship to transport an Austral-

## SATURDAY

3:30 — Channel 5 — High and the Mighty (1954). John Wayne, Jan Sterling, Phil Harris. Reactions of 22 people aboard a plane from Honolulu to San Francisco in face of danger and possible death, as plane is about to crash. (C)

4:03 — Channel 4 — TBA

8 — Channels 4-5 — I'd Rather Be Rich. Robert Goulet, Andy Williams, Maurice Chevalier, Sandra Dee. Love triangle turns into four-sided frolic when grandfather, granddaughter and two fiancés get together. (C)

9:30 — Channel 9 — Nun Story (C)

10:15 — Channel 4 — TBA

10:15 — Channel 7 — No. 1 — Gilda; No. 2 — TBA (double feature)

10:20 — Channel 5 — Wings of Eagles (1957). John Wayne, Maureen O'Hara. Based on colorful career of Commander Frank W. "Spig" Wead, who played important part in building up of naval air power in the 20s. (C)

10:25 — Channel 12 — The Girl Next Door (C)

10:30 — Channel 2 — Three Violent People. Charlton Heston, Anne Baxter. (C)

10:30 — Channel 6 — The Glenn Miller Story (1954) (C)

10:30 — Channel 11 — Third Key (1958). Jack Hawkins. A Scotland Yard Superintendent has some difficulties bringing a crackerjack safe cracker to justice. (C)

12:20 a.m. — Channel 12 — Headline Hunters

12:25 a.m. — Channel 2 — Tarantula. John Agar, Mara Corday.

12:45 a.m. — Channel 4 — TBA

12:55 a.m. — Channel 6 — Corridors of Blood (1963)



Yul Brynner and Suzy Parker star in "Flight from Ashiya" on "The CBS Friday Night Movies."

ian spy to a Japanese-held island during World War II. (C)

10:30 — Channel 6 — Sweet Bird of Youth (1962) (C)

10:30 — Channel 9 — TBA

10:30 — Channel 12 — How Green Was My Valley

11 — Channel 7 — Convicts Tour

12 a.m. — Channel 5 — Samson and the Seven Miracles (1963). China, 13th Century: Tartar tyrant, desiring to become Emporer, plots to ambush the Royal Children. (C)

12:20 a.m. — Channel 4 — TBA

12:35 a.m. — Channel 2 — The Doctor Takes a Wife (1940). Loretta Young, Ray Milland, Gail Patrick, Edmund Gwenn, Reginald Gardiner. Loretta Young and Ray Milland can't stand each other, but are forced into mock marriage. They bill and coo in public, battle in private, but finally end up nestling.

12:50 a.m. — Channel 12 — Cause for Alarm

1 a.m. — Channel 7 — Electronic Monster

1:20 a.m. — Channel 6 — Prisoner of War (1954)

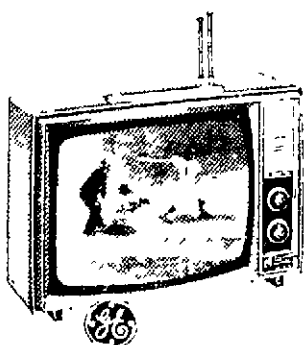
General Electric

DRYERS  
Starting at \$109

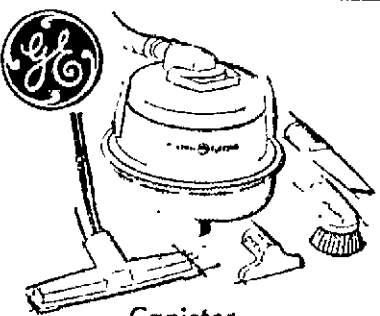
Our 35th Year!

DRUCKS  
Electric  
Free Parking at Rear of Store  
234 Main St. Menasha Dial 2-6441

HURRY IN FOR  
LEAP YEAR SPECIALS



TV  
PORTABLES  
Starting at \$88.88

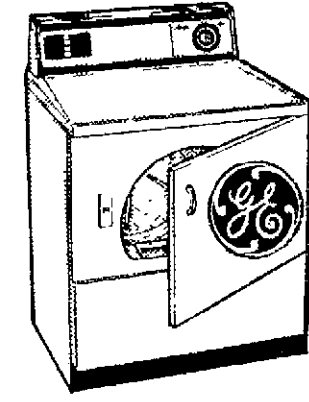


Canister  
CLEANER  
\$29.88  
With Attachments

GE IRONS



\$8.88



General Electric  
COFFEE MAKER  
\$11.75



# Cohen Canada's Top Poet; Now Making Noise in States

By Mary Campbell

NEW YORK (AP) — Poets emerge slowly from the mists.

Right now we're beginning to learn about Canada's foremost poet, Leonard Cohen. He has had an underground following in the United States for some time, but now is stirring general interest and appreciation. He has written two novels as well as four books of poetry and he has made his first recording, which is selling substantially. He will start his first U.S. college "reading tour" of his poetry in March.

It doesn't bother Cohen that people don't read poems; he thinks hearing them is better. "Great poetry needs great audiences. You put a line out in front of people. Everybody nourishes it and it comes back to you as a completely different thing."

"Singing is even more disarming. In 1957 I was working in a night club over a delicatessen in Montreal. I was chanting the poetry along with a jazz band. It was similar to what I'm doing now, but in those days you were really thought to be a little out of your head."

"I could never make the distinction of what a poem is and what a song is. I don't want to call them one thing or the other—poem or song. To call a thing anything is to

belittle it."

The record, which includes his best-known song, "Suzanne," is titled "Leonard Cohen." "I'd like to have had no title, or call it MOP for 'my old poems' or MOS for 'my old songs.'"

"I think you especially limit a poem with a title. I think you should just use the first line."

Leonard Cohen talks saffron-like a poet, though at first meeting he appears shy. A New York Times writer termed him "vulnerable." It is the right word. At 33 he doesn't seem especially young, or insecure. Instead he seems to open himself so widely to the world that he is defenseless. But he doesn't appear bruised by past hurts.

"There were no prizes for poetry in Canada on any level until very recently. In the group of poets I grew up with, our books weren't reviewed. We published our own. We supported ourselves doing some kind of jobs."

"I used to write poems to court ladies. But somewhere the area of your courting gets wider and wider and you end up trying to court the universe."

"After awhile part of the reason you write is because you like the way you feel when you write. You're not so

much concerned with the product as the state of mind when you write. I like to feel that I'm being kissed sadly by the world when I write."

Examining another facet of writing, Cohen says, "People do have the sense of wanting to be chosen for their work. And I had the appetite for that kind of selection I wanted a great poet to say, 'You're a great poet. All your visions and suffering have a deep significance.'"

"Sometimes young writers show me their work and they want me to pass on to them my apostolic blessing. But I can't do it, because I didn't receive one."

In a movie about Cohen made by the National Film Board of Canada, he is shown staying in old, rundown hotels. He says, "I always stay in cheap hotels I think they are more luxurious in a way. I've never been in any of the great hotels. But I have the feeling that their atmosphere is somewhat closer to the atmosphere of the cheap hotels than all those hotels in the middle."

He does not, as might be imagined, choose a hotel to be conducive to writing. "My interior landscape stays pretty much the same. If you could change how you felt by where you went it would be a

very nice idea.

"Greece is one place where you can. That blast of sunlight does it. It was the first place where I realized what the difference between north and south was. I was there two months and I was lying on a rock. I felt a little shiver. It was the last sliver of ice melting from inside a bone I was finally warm."

"I have a house in Greece. In a way I feel it is my country. Whatever its political destiny is, I'm part of it. I don't feel like a tourist there."

If you're reading one of his books, Cohen says, and you come to a paragraph that seems opaque and you don't want to read it, skip it immediately.

"There are so many tyrannies trying to rub you out, why tyrannize yourself? Each person should accept himself as sovereign of one of those strange and bizarre countries where they have outlandish customs. We all try in favor of some ideal land which has never existed."

Cohen's two novels, "The Favorite Game" and "Beautiful Losers" were published in the United States by Viking. He has four books of poetry out in Canada, "Spice Box of Earth," "Let Us Compare Mythologies," "Flowers for



Leonard Cohen

Hitler" and "Parasites of Hitler" and "Parasites of leted Poems in Winter." from those books, called "Se- "It was a limited edition. I Heaven." Viking put out one don't think they meant it to volume of poems, taken be limited, but it was."

## Grammy Candidates

Nominees for 48 Grammy Awards—the Oscars of the recording business—were announced Feb. 11. In pop music, Bobbie Gentry was nominated for the most Grammys—10—all for "Ode to Billie Joe," which she wrote and sang.

Three entrants were nomi-



Glen Campbell

nated seven times. They are the 5th Dimension, for "Up, Up and Away;" the Beatles, for "Sgt. Pepper's Lonely Hearts Club Band;" and Glen Campbell, five for "By the Time I Get to Phoenix" and two for "Gentle on My Mind."

Nominees for 45 r.p.m. record of the year are: "By the Time I Get to Phoenix," Campbell; "My Cup Runneth Over," Ed Ames; "Ode to Billie Joe," Gentry; "Something Stupid," Nancy and Frank Sinatra, and "Up, Up and Away," the 5th Dimension.

Album of the year nominees are: "Francis Albert Sinatra-Antonio Carlos Jobim;" "It Must Be Him," Vikki Carr; "My Cup Runneth Over," Ames; "Ode to Billie Joe," Gentry; and "Sgt. Pepper's Lonely Hearts Club Band," the Beatles.

In vocal performance categories, nominees among the women are: Dionne Warwick, for "Alfie;" Petula Clark, "Don't Sleep in the Subway;" Carr, "It Must Be Him;" Gentry, "Ode to Billie Joe;" and

Aretha Franklin, "Respect."

Men: Campbell, "By the Time I Get to Phoenix;" Frankie Valli, "Can't Take My Eyes Off You;" Sinatra, "Francis Albert Sinatra-Antonio Carlos Jobim;" Ames, "My Cup Runneth Over;" and Ray Charles, "Yesterday."

The best new artist of 1967 category lists Lana Cantrell, the 5th Dimension, Bobbie Gentry, Harpers Bizarre and the Jefferson Airplane.

In the seven classical categories, the news is a formerly seldom-recorded composer—Gustav Mahler. Two Mahler recordings are nominated for album of the year, two for best orchestra performance and one for best choral performance.

Nominees for classical album of the year are: "Wozzeck," Boulez conductor. Orchestra and Chorus of the Paris National Opera; "Horowitz in Concert," Vladimir Horowitz; Mahler, "Das Lied von der Erde," Leonard Bernstein conductor. Vienna Philharmonic; Mahler, "Symphony No. 8," Bernstein conduc-



Fifth Dimension

tor, London Symphony; "La Rondine," Molinari-Pradelli conductor; RCA Italiana Opera Orchestra and Chorus; "The World of Charles Ives," Leopold Stokowski conductor, American Symphony.

In the opera category are Berg's "Wozzeck," Boulez conductor; Handel's "Julus Caesar," Rudel conductor; Puccini's "La Rondine," Molinari-Pradelli conductor; Puccini's "Madame Butterfly," Barbirolli conductor; Verdi's "Falstaff," Bernstein conductor; Wagner's "Die Walkure," Von Karajan conductor, and Wagner's "Tristan und Isolde," Bohm conductor.

There also are categories for instrumentals, vocal groups, show scores, comedy, jazz, contemporary (formerly rock 'n' roll), rhythm and blues, religious, folk, country-western, spoken word, chil-

aren's interest, arrangement, engineering and album covers.

A Grammy, which is a statuette of an early gramophone, will be awarded to the winner in each of the 48 categories on Feb. 29, by the National Academy of Recording Arts and Sciences.

Members of NARAS are creative workers in the recording industry—musicians, singers, conductors, composers, arrangers, producers and engineers.

They and record companies submitted nearly 5,000 recommendations for Grammys from the recordings released in 1967. The members voted on these, and the vote decided the nominees. In most categories, there are five nominees. In some, committees of members especially well versed in their particular fields, such as classical, spoken word or



Bobbie Gentry

country-western, add to the five to make six, seven or eight nominated entries. NARAS members vote again, choosing the winners.

Dinners will be held simultaneously on Feb. 29 in New York, Los Angeles, Nashville and Chicago, at which time sealed envelopes will be opened, winners' names read and Grammys presented. The awards are not telecast but many of the winners of this 10th annual presentation of the Grammys will perform on TV on May 8 on "The Best on Record: the Grammy Show."



## World Round: Bee Gees

By David F. Wagner

\*\*\* ROCK GROUPS \*\*\*

**Horizontal** (Bee Gees, Atco).

**Love Forever Changes** (Elektra).

**The Great Conspiracy** (Peanut Butter Conspiracy, Columbia).

**The Sunshine Company** (Imperial).

**Love, Lost and Found** (Jay & Techniques, Smash).

**Spooky** (Classics IV, Imperial).

The title helps describe the artistic direction the Bee Gees have taken since their initial album. Here they investigate other areas on the broad plane they mounted through their ballad and chamber rock forms. At times the forms become formulae and the lyrical imagery trite ("rain" has the most ordinary symbolic meaning in "World" and "And the Sun Will Shine"). The orchestrations are occasionally overly-insistent and the arrangements self-important, but essentially they supply the proper setting for each song.

The most striking number is "Lemons Never Forget." Brass and a "hammered" piano give it a unique angular effect, combined with modern tonality. I have a hunch that this and "The Earnest of Being George" are actually sly putdowns of the Beatles, as the former contrasts lemons with apples ("Apple"?), and the latter trades on the heavy simplicity of the "Sgt. Pepper" theme.

Two enchanting ballads ("With the Sun in My Eyes" and especially "Day Time Girl") have all the terseness of, say, "Eleanor Rigby," but not all of the nobility. The soloist on "Sun" and the lead singer on "Girl" seems almost too refined to be either Robin or Barry Gibb. Perhaps it is Maurice, who is given credit, with his two brothers, for authorship of all songs. (I really wish record companies wouldn't be so stingy with

important information.)

Two other songs stand out for less favorable reasons. "Birdie Told Me" seemingly was included, even written, for programming variety. However, its inherent shallowness is entirely out of place here. "Harry Braff" observes a victorious race driver, but it is difficult to say why. It moves quickly and with some drama to a biting, trumpeting conclusion.

"The Change Is Made" (Robin on lead, I think) has a pleasing r&b flavor which creates an emotional impact in a mode quite different from the other 11 items. Their hit, "Massachusetts," and an unknown title song are also among the best cuts.

Though "Horizontal" is inconsistent, its young stars now rank among the world's major singers and song writers. Hopefully, they can now go on to discover higher literary standards and new time signatures.

The gestation period for a Love album is one year; this is their third. They seem to be picking up the pieces of what used to be called folk rock and trying to move on to something else, though they aren't sure what. Their ponderings and musings are pleasant and at least they've eliminated the frenzied raw quality that characterized their early efforts.

Brass and strings are used nicely though more as an additive to heighten a mood

they have already created than as an organic part of a composition. This is not as true in the carefully-structured "You Set the Scene."

Love has come a considerable distance and still seems to have a lot of mileage left.

Although the Peanut Butter Conspiracy and the Sunshine Company are not even close in their music, several comparisons seem obvious, starting with the fact both groups have a girl singer. In the Conspiracy, Sandi Robinson is integral to the quintet's sound; in the Company, Linda Graham is only incidental.

More importantly, each group points out a dominant movement in pop music; i.e., an emerging group, unless it is blessed with the genius of a Lennon, McCartney or Jagger, had better choose a format and perfect its sound. Each of these two quints has done that. Despite not offering anything original, both are outstanding because of specialization.

PBC is a bit more progressive (and thus more hip?), but SC pleases just as well with a more conservative sound, closely tied in with folk rock. Regardless of what

☆ ☆ ☆

\*\*\* JAZZ \*\*\*

**The Board of Directors** (Count Basie/Mills Brothers, Dot).

**Spanish Masters** (Swingle Singers, Philips).

**The Beat Goes On** (Young-Holt Unlimited, Brunswick).

**The Glenn Miller Orchestra Returns to Glen Island Casino** (RCA).

**Glory of Love** (Herbie Mann, A&M).

The joining of Basie and the Mills Brothers is such a natural that it's amazing they have never recorded together in the past. Just as certainly as the album is overdue, I was positive it would be great as soon as I saw it.

From the first couple of bars of the opener, "Up a Lazy River," to the final note of the closer, "April in Paris," this is a delightful encounter. Arranged by Dick Hyman, the November, 1967 session is swinging in the fullest and most complementary sense of big band jazz with vocal.

Though Hyman's work is impeccable, Count insisted the Mills' guitarist, Norm Brown, handle the bulk of the intro on "Let Me Dream" — appropriate because Brown wrote the tune. Hyman had called for Basie's piano to do the frills. I think this give-and-take attitude prevailed throughout the two-day session, resulting in a flawless lp.

Standards such as the above are not the only entrees. A bouncy "I Dig Rock and Roll Music" and spirited versions of "Release Me" and "Tiny Bubbles" help lend a contemporary air. But I must point out that the entire slate is as modern as today; even the older songs aren't dated.

After nearly five years of exploring the various jazz approaches to Baroque, the Swingle Singers switch to

some might say, there is a legitimate spot in pop music for obviously derivative professionalism.

This is a big improvement over Jay and the Techniques' first lp of three months ago. The lead singer, Jay Proctor, turns in even if less than earth shaking performances. They seem to want to get away from the incessant simple-mindedness of their singles (of which "Strawberry Shortcake" is present) and they seem to have the ability to do it.

Really, Classics IV — judging from your single, I thought you were colored. What a drag, though, when your picture (on the back of the lp) revealed you to be four whites from a classic Fifties greaser mold, preserved as if by bad taste. That wouldn't have mattered a tiny bit, however, if the music was good, but it's only barely passable (although I've heard worse).

Despite a highly satisfying performance on the single hit, Wagner predicts the Classics IV will return to the beer bar from whence they came — and before the season's finished.

☆ ☆ ☆

Spanish music, and the change is invigorating; both as a means of hearing the group in a new groove and to give underexposed composers their fair share of air. After all, how often have you heard Albinez's "Tango in D Major" lately? Or his "Grenada (Suite Espagnole)," "Sevilla" or "Tango in A Minor?"

With the departure, the Swingles have left the relative safety of a form they're extremely familiar with; but the challenge presented no problems they couldn't handle with their usual imagination and dignity.

The Ramsey Lewis Trio has never gotten widespread acclaim from jazz critics, yet when bassist Eldee Young and drummer Isaac (Red) Holt split Ramsey's group, people got the idea their new trio would be better than the original. With a young pianist to fill out the needed musicians. Young-Holt Unlimited has had a hit ("Wack-Wack") and a few albums, moderate sellers all. The latest has the same exuberance that made Lewis' trio appeal to mainstream pop fans (thus giving it hit potential); but, sadly, little depth and no daring horizons are achieved.

For light listening, though, "Good Vibrations," "How Insensitive" and the title track are worth an investigation.

Under the expert leadership

of clarinetist Buddy DeFranco, the Glenn Miller Orchestra maintains the quality of musicianship that its late leader inspired over two decades ago. The group "goes home again" to the place from which Miller's orchestra broadcast to the nation in 1939 — Glen Island Casino on Long Island Sound. The audience is enthusiastic and the performances spirited. DeFranco, with help from several arrangers, presents a nicely-balanced slate of old and new tunes. Vocals by Jean Shepherd ("You're Nobody 'til Somebody Loves You," "Come Rain or Come Shine") provide further variety.

Peppy treatments of "Up, Up and Away" and "Amen" are contrasted with a more subdued but pleasant air of "A Stranger in Town," "Round Midnight" and "Release Me." In all, nostalgia of the return to Glen Island

☆ ☆ ☆

\*\*\* POP INSTRUMENTAL \*\*\*

**Solo Flights** (Chet Atkins, RCA).

**Fowl Play** (Baja Marimba Band, A&M).

**Mirrors: Reflections of Today** (Dick Hyman & "Group," Command).

**Doublin' in Brass** (Jackie Gleason, Capitol).

Almost as though he's celebrating his victory in the guitar category of the 12th annual Playboy Jazz and Pop readers poll, Chet introduces his best album in quite a while. Uncluttered by accompaniment (except subtle drums and organ, plus vibes on one track, on side one), he lets the simple beauty of the guitar carry the burden; plus his considerable artistry.

The first side features Atkins on what he calls octabass guitar. The two bass strings are replaced with A and E bass guitar strings, resulting in a sound that appears to have bass accompanying. It isn't as deep as a real bass, but the effect is interesting. The job on "Autumn Leaves" and "Mercy, Mercy, Mercy" is all the better for the innovation.

No gimmicks are employed on side two — just Chet playing solo guitar. I prefer this state of tunes for the sheer simplicity. "Cindy, Oh Cindy," "When You Wish Upon a Star," "Gonna Get Along Without You Now" and "Georgy Girl" are the high points there.

Visually, these guys are the Spike Jones crew of pop music. On record, though, the Baja Marimba Band is content to be another spin-off of Herb Alpert's TJB with, obviously, the emphasis on marimba instead of brass. As in the past, the band, on several occasions, comes close to plodding, but somehow avoids that tedious tendency. The music seems to stay barely bouncy and, therefore, somewhat enjoyable.

No great achievements of musicianship or arranging were detected on light treatments of "Windy" and "Along Comes Mary," but the instru-

Casino doesn't detract from the musical worth of the program.

In his 37 years (and particularly the last 15), Herbie Mann has moved through several phases, each of which seem to end up with varied opinions of critics and generally a high amount of financial success. Combining just enough jazz exploration to prevent expulsion from the trade reviews and adding enough schmaltz to appeal to the masses, flutist Mann sells and sells.

This time, tuff rock ("The Letter"), soul ("Hold On, I'm Comin'") and folk-blues ("House of the Rising Sun") are interspersed with traditional Mann jazz ("No Use Crying," "Oh, How I Want to Love You"). Each, of course, has a restrained dignity, though the pop numbers tend to be too heavy on bass.

☆ ☆ ☆

\*\*\* POP INSTRUMENTAL \*\*\*

**Solo Flights** (Chet Atkins, RCA).

**Fowl Play** (Baja Marimba Band, A&M).

**Mirrors: Reflections of Today** (Dick Hyman & "Group," Command).

**Doublin' in Brass** (Jackie Gleason, Capitol).

mentals, led by Julius Wechter, got their teeth into "Sounds of Silence," "The Look of Love" and "She's Leaving Home" a little more.

The reason the word "group" is in quotes in the Dick Hyman title is because he comprises half of a four-man combo. Thanks to double tracking, Hyman is able to weave the piano and organ into a musical fabric that is outstanding and a joy to hear. As is the trend in both jazz and pop instrumental fields, standards are mixed with recent pop hits without embarrassment. "Mercy, Mercy, Mercy" also shows up here (as it did on Atkin's recording). Other newer works include "Groovin'," "Respect," "Ode to Billie Joe," "Up, Up and Away" and "In the Heat of the Night." Dick is capable of handling all with ease; and he does.

Joining the keyboardist are drummer Bobby Rosengarden and bassist Bob Haggart. The three have been favorites of mine for some time. They lived up to their previous accomplishments for still another lp.

Jackie Gleason is indescribably more interesting when he adds brass to his strings. As a result, this album is quite nice. Touching on Beatle material ("Here, There and Everywhere"), Broadway themes ("Cabaret"), movie music ("A Man and a Woman") and pop ballads ("What Now My Love"), Gleason conducts 28 brass instruments, a rhythm section and an added percussionist. Head and shoulders above his last several efforts is all I can say.



# Rudolph Sings Schwann Song

By Jack Rudolph

**SCHWANN SONG**  
Repeatedly, through almost 10 years of this column (a longevity mark that never ceases to amaze me), reference has been made to "Schwann." It has finally occurred to me that some readers — at least, I hope there are readers — might be curious about what "Schwann" is.

Schwann is, to give the full title, the Schwann Long Playing Record Catalogue. A periodical of pocket size, a little bigger and thicker than Readers Digest, it is today the world's leading publication of its kind. Publisher is W. Schwann, Inc., of Boston.

W Schwann stands for William Schwann, a Kentuckian turned Bostonian and a former record shop operator who devised a catalogue for his own use only to have it mushroom on him into the "bible" of the recording industry. Today his catalogue is distributed in 38 foreign countries and through more than 3,800 record shops in the United States.

It is a remarkable little book which contains not only some 35,000 listings every month but also adds an average of 500 new ones every issue — the January number had 572 — as well as deleting albums which have been discontinued by manufacturers. Continuous revision must be a back-breaking job, yet it is accomplished every 30 days by a staff of only eight people.

Schwann is a musician himself, having studied the organ since he was 14 and continuing through Louisville, Boston University and Harvard. He also plays the piano and harpsichord.

In 1950 Schwann, then operating a record shop across the street from M.I.T., devised the catalogue for his own convenience. Soon other record dealers got wind of it and within one year the catalogue

had a circulation of 45,000. Today it averages 100,000 monthly.

The book sells for 45 cents a copy and can be obtained through record dealers. Single copies can be obtained directly from the publisher but not subscriptions. The catalogue is intended as a dealer's aid to customers.

The catalogue is organized into several sections beginning with an explanatory preface and continuing across the entire spectrum of recorded sound (at least on long playing records — the book does not include tapes). The largest section, covering 160 of the January issue's 288 pages, lists all classical music by composer, and there are other groupings for classical collections, spoken and miscellaneous, ballets, complete operas, musical shows, operettas, film musical scores and even special TV scores. Popular music, jazz, folk music — you name it and Schwann probably has it.

In addition Schwann periodically brings out an Artists Issue in which classical recordings are grouped by solo artists, orchestras, conductors and smaller ensembles. The last of these was published in 1966.

There are also supplementary catalogues covering specialties. Since the catalogue deals only in labels normally available in American record shops, however, such items as subscription labels and foreign recordings are not included, although the latter do get coverage in a special supplement if they are imported for general distribution in this country.

Schwann is not in the record business. The company produces only the catalogue and does not sell records. If you want to know what is currently available, by whom and from whom, Schwann will tell you.

# Actor Poitier Has Challenge; Will Try Directing Role

By William Glover

NEW YORK (AP) — "I'm quite able to accept that some people may not agree with what I do," Sidney Poitier said. "But, then, I'm not out there to please everybody."

He speaks in urbane, deliberate tones, pausing for the exact word. A stage-screen headliner determined on particular precision because he is, after all, the first Negro actor to make it as a box-office film idol. Criticized, sometimes, for narrow-range roles.

"I know of no movie star who is a 'heavy' or villain," he replies. So do John Wayne, Richard Burton, Rock Hudson, Steve McQueen. Right?

"I've been playing the parts I want to for a long time, since starting 18 years ago. And as far as whether they are positive in results, I can only say that in major cities, Negro audience participation runs as high as 45 per cent."

"I don't think they would come to that degree if they weren't being represented to their taste."

He names all those films — "Lilies of the Field," "To Sir, With Love," "In the Heat of the Night," "Guess Who's Coming to Dinner" — and quietly remarks: "I believe terribly delicate matters can be dealt with through warmth and humor. I hope to be at that level in all my work."

Now he is stretching the Poitier potential in a new way — as a director instead of actor. Typically, he is tackling his very first staging assignment right up on Broadway instead of cautiously testing someplace else.

The drama, "Carry Me Back to Morningside Heights," is slated to open Feb. 26 at the Golden Theater.

"We never can understand ourselves until we find our limits," he says, explaining this time out from acting. As for risk to reputation, he declares: "Failure doesn't frighten me as it used to. If I find I can't direct, my life will go on. But I have to have that information to define myself artistically. I want to know exactly what I am."

Three years ago he tested himself as an author, decided "I'll never have a crushing need to express myself in that manner." A story idea which he had, however, is the basis of "For Love of Ivy," a film completed just before undertaking the current assignment.

As an actor, Poitier hasn't been on Broadway since 1959 in "A Raisin in the Sun." Absence wasn't deliberate, but simply because "I've been unable to find anything interesting to do."

"Carry Me Back to Morningside Heights" was first presented to him as a performing prospect, but Poitier, "utterly fascinated," thought the script afforded him the long-sought opportunity to direct.

The play by Robert Alan Arthur concerns the social adjustments of an interracial group.

"It's a comedy built on the question of guilt," says Poitier, getting to a theme much on his mind.

"Americans," he continues, "have an enormous capacity for guilt, regardless of their color. There is so much about our lives that is guilt-producing in many, many areas. We simply use the confrontation of Negro and white as the most obvious, sharpest, keenest symbol of guilt we have."

In guiding the cast headed by Louis Gossett, Poitier reports: "Thus far, everything has gone remarkably well. 'I knew that an actor has to be made comfortable in a part and treated with great respect for his ego. My actors are now comfortable and I've got five eyes in my pocket. I take good care of them.'"

In rehearsal, he instructs quietly, paces about the empty theater to check sightlines, cups a golfer's No. 9 iron in his palm like a baton or lucky piece.

Just turned 41 and recently divorced, Poitier is looking forward to a lot of golf on a two-month West Indies vacation planned immediately after the play opens.

"I've been working a long time, too long, without letup," he says. After the holiday, two films are to be completed this year. The kind of pictures he feels are needed.

"There isn't enough love in the world," he muses. "I think there's more in some places but I'm not going to be put into that bag of naming, because then you're making comparisons."

"But if there were enough love, all our problems would be solved. My contribution, in contrast to the enormity of the task of understanding that I know has to be done, may be small, but I don't regard it as a teeny contribution."

"It is something I must do. That is my choice."



Sidney Poitier

## Midwest's Top-Selling Singles, Albums

Compiled from information supplied Showtime Magazine by radio stations and retail outlets

### SINGLES

1. Love Is Blue . . . . . Paul Mauriat (1)
2. Spooky . . . . . Classics IV (6)
3. Nobody But Me . . . . . Human Beinz (2)
4. Simon Says . . . . . 1910 Fruitgum Co. (5)
5. I Wonder What She's Doing Tonight . . . . . Boyce & Hart (3)
6. I Wish It Would Rain . . . . . Temptations (12)
7. Theme From Valley of the Dolls . . . . . Dionne Warwick (13)
8. Green Tambourine . . . . . Lemon Pipers (4)
9. Words . . . . . Bee Gees (10)
10. Goin' Out of My Head/Cant' Take My Eyes Off You . . . . . Lettermen (7)
11. Everything That Touches You . . . . . Association (17)
12. Baby Now That I've Found You . . . . . Foundations (-)
13. (Sitting' On) The Deck of the Bay . . . . . Otis Redding (15)
14. I am Take or Leave Your Lovin' . . . . . Herman's Hermits (9)
15. Different Drum . . . . . Stone Poneys (14)
16. Do What You Gotta Do . . . . . Al Wilson (19)
17. Bottle of Wine . . . . . Fireballs (-)
18. Judy in Disguise (With Glasses) . . . . . John Fred & Playboy Band (8)
19. Itchycoo Park . . . . . Small Faces (-)
20. Love Is All Around . . . . . Troggs (18)

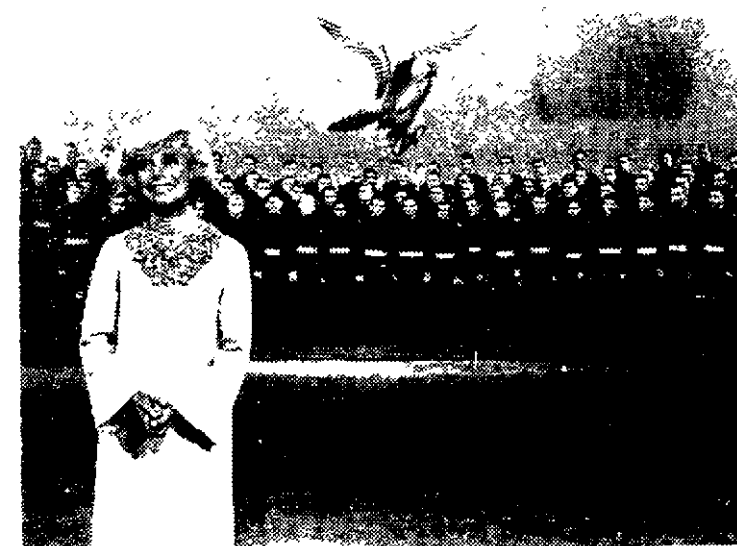
\* — Former Single to Watch

### ALBUMS

1. Magical Mystery Tour . . . . . Beatles (1)
2. John Wesley Harding . . . . . Bob Dylan (2)
3. Blooming Hits . . . . . Paul Mauriat (8)
4. Axis: Bold as Love . . . . . Jimi Hendrix Experience (-)
5. Diana Ross & Supremes' Greatest Hits (5)
6. Their Satanic Majesties Request . . . . . Rolling Stones (3)
7. Herb Alpert's Ninth (4)
8. Golden Hits . . . . . Turtles (7)
9. Are You Experienced . . . . . Jimi Hendrix Experience (-)
10. Disraeli Gears . . . . . Cream (9)

### SINGLES TO WATCH

- A Question of Temperature (Balloon Farm)  
Will You Love Me Tomorrow? (Four Seasons)  
If You Can Want (Smokey Robinson & Miracles)  
That's a Lie (Ray Charles)  
The Son of Hickory Holler's Tramp (O.C. Smith)



Carol Channing has circled Thursday for her ABC-TV special, "Carol Channing and 101 Men," which will include the Air Force Academy Cadet Chorale.

# Reds Mari

## Casualti Is Overv

SAIGON (AP) — nameless troops are overwhelmed a U.S. team of 800 yards of barbed wire of the combat base today platoon of about 45 help also suffered c

Several Marine they believe the nameless now are in set to launch a ground attack on K1 up to 40,000 men.

AP Correspondent Wheeler reported from the northwestern country that Ma bombers dropped napalm on the Co efforts to cover trying to get back in. One air observer: Marines lying on the Communist soldier through the area ju bombs fell.

The Leatherneck base gave the sur with tank guns, rec and machine guns.

Casualties F Marine casualties announced under regulations that we today. But they ob heavy.

## Robbers \$336,000

## Postal Th

## British Polic Have No Cl On 'Inside'

LONDON (AP) — lice speculated today ain's biggest cash the Great Train Ro was an inside job.

Detectives comb try for clues to the stole 140,000 pound Saturday from a poing room near Pa tion.

The robbers foile ty system installa train robbery ar knew exactly what in the sorting office.

Five of the six masked and one w al uniform, entered office at 7:45 p.m., when all the door. The sixth remained way car.

Right Va They knew that t amount of money t uses to supply its branches would be at the time.

They knew the o and went unhesita necessary location knew which empl vault key and whic bags in the vault. able, unmarked us.

The robbers clul office workers, being pushed into four others. One gized to his victim him so hard.

The postmen g vault in half an ho ed the alarm. By t had disappeared trace.

## \$1.60 Not

## AFL-C

## Minim

MIAMI BEACH AFL-CIO said to federal minimum per hour is not worker to support pressed Congress a \$2 minimum.

"The AFL-CIO's a \$2 minimum longer be regard range goal. It mu as soon as possil executive council lion member labor The \$1.60 minim

## TODAY'S

Comics  
Editorials  
Obituaries  
Sports  
TV Log  
Theaters  
Vital Statistics  
Weather News  
Women's News  
Fox Cities

# That Was No Wild Animal; That Was 'Gentle Ben'

By Don Royal

Bears in the living room these Sunday evenings usually means one bear — "Gentle Ben" — the 650-pound bruin who costars with 8-year-old Clint Howard in the CBS colorcast, which airs Sundays at 6 p.m. (Channels 2-7-12).

In the series, Clint and his constant companion meet and surmount dangers posed by the wilds in which they live — the Florida Everglades. Dennis Weaver and Beth Brickell costar, and Rance Howard, real-life father of Clint, is featured in a continuing supporting role.

Ben the friendly bear was "discovered" by an animal trainer in White Lake, Wis. The bear learned his craft at "Africa U.S.A.," the mammoth animal compound co-owned by the show's executive producer, Ivan Tors, near Los Angeles.

Off-camera, Ben is a 6-year-old American black bear who lives with 30 other bears on Tors' property near where "Gentle Ben" is filmed. Ben's neighbors, by the way, appear little impressed by his work, and Ben himself is not the least bit affected by his stellar status.

Ben, whose favorite dessert is pumpernickel bread topped with ice cream, enjoys a close relationship with costar Clint away from the series. Clint has even named his pet cat Ben. Clint and the bear have romped together under the watchful eyes of Clint's father and Ben's three muscular trainers.

Tors' attitude toward Ben and his other animals promotes believability. "Ben does not perform extraordinary feats," says Tors.

"We try to make certain that Ben, although he is truly affectionate, does not reflect a relationship that all children can anticipate when they face a wild bear in a park or a zoo.

"We are always trying to make sure that the basic premise is as true-to-life as possible. That's why you'll never see Ben perform some herculean feat. Ben is not a circus bear and can't even balance a ball on his nose."

Weaver plays Tom Wedloe, a game warden stationed in the Everglades with his family. Little Clint, already a veteran actor, has the role of Wedloe's son, Mark, the boy who romps into myriad adventures with Ben and Miss Brickell, plays Ellen Wedloe, the young mother. Rance Howard is seen in the role of Henry Boomhauer, a backwoods advisor and confidant to Mark and his father.

The casting of the Howards

is an unusual situation. The two make up one of the few father-son teams appearing together in the same series. Additionally, Ronny Howard, Clint's older brother, is a co-star on "The Andy Griffith Show."

For Rance Howard, the father or the two young stars, television has many aspects. Rance also writes scripts for television, including the "Gentle Ben" series. He has also written for the Griffith

series, "The Flintstones" and "The Bailey of Balboa."

For Dennis Weaver, "Gentle Ben" is the third series that focuses on animals as well as people.

First there was "Gun smoke," and in his role of Chester, Weaver was torn between a devotion to Marshal Dillon and the horses. His next series was called "Kentucky Jones," and in it Weaver was cast as a veterinarian. And now it is "Gentle Ben."

For Beth Brickell, landing the role of Ellen Wedloe in the series was her major entry into show business. She was a virtual unknown — an actress with but two minor television credits — in September 1966, when she was offered the part.

Miss Brickell, a blonde blue-eyed-gul-next-door type, was graduated from college with a degree in political science and with serious ambitions to become a journalist. Despite a

childhood desire to become a "star" some day, she never took an acting lesson until she finished college. She has been able to fashion a successful acting career in a surprisingly brief time.

"We have been fortunate to secure exactly the guest talent we were looking for for 'Gentle Ben,'" says producer George Sherman. "And since the series originates in South Florida, the fact that the actors are willing to make the

trip attests to the quality of the script's and directing talents of John Florea, Bud Springsteen and Ricou Browning."

"Gentle Ben" is one of two CBS Television Network series produced in South Florida, the other being "The Jackie Gleason Show." Sherman and Tors film the adventure series in parts of the Everglades and in a picturesque section of Miami known as Fairchild Gardens.



Clint Howard, Dennis Weaver, Beth Brickell and Rance Howard (Clint's father) star in "Gentle Ben," CBS-TV entry in Sunday night's schedule. And, of course, good old Ben.



# Four Fox Valley Schools Settle Teacher Pay Talks

Other Districts Face Possible Strikes or Sanctions; Appleton Asks State Fact-Finding Probe

NEENAH — Possible teacher \$6,000 a year, which represents strikes or sanctions, threatened a \$600 increase. Top salary in last fall by the Wisconsin Education Association (WEA), have experience is \$9,811. Teachers with masters and no experience will receive \$6,600. These communities, including Neenah, have settled 1968-69 teacher contract problems and apparently averted complications which could develop as the March 15, contract deadline nears.

In districts where contract terms have been settled, salary increases range from 9 to 18 percent. Average salaries for teachers with bachelors degrees and no experience run about \$6,000 while teachers with masters degrees and no experience will receive salaries, ranging from \$6,588 to \$7,015.

Negotiations have been completed for school districts at Oshkosh, Fond du Lac and Kaukauna. Most negotiating teams spent about three months at the bargaining table before reaching agreement. School administrators have termed the whole process as "very good."

"Stormy" Bargaining However, all is not roses in other Fox River Valley area teacher contract negotiations. The WEA threats of "stormy" bargaining and possible strikes or sanctions still hang over negotiations at Kimberly, Menasha, New London, Waupaca, Winneconne, and Appleton.

The Appleton Education Association (AEA) has asked state assistance through a fact-finding probe after its negotiations with the board of education bargaining team reached an impasse.

Edward Krinsky, Wisconsin Employment Relations Commission (WERC) representative, met recently with the two groups in an attempt to determine if a need for fact-finding exists. A second session with Krinsky has been scheduled for Tuesday night. Negotiators hope the impasse can be resolved.

The impasse in the 42-month bargaining reached a peak in January when the teachers' group rejected a final board offer, 372-0. The final offer included a base salary of \$6,200, speakers' forum to get interest in a teacher with a bachelors degree and no experience.

Teacher contract terms were settled last November between the Neenah Board of Education and the Neenah Education Association's welfare committee. The contract calls for a teacher with a bachelors degree and no experience to receive

Talks With LU Students

## Senator McCarthy Backer Attracts Good Audiences

BY WILLIAM C. CAREY

Post-Crescent Staff Writer

Allard Lowenstein is an angry dove

And he represents a kind of political breed which today has wide appeal on college and university campuses.

This was the case when the New Yorker — a Democratic Party liberal with intense anti-

candidacy of Senator McCarthy.

During the question period a student noted that Senator McCarthy had said he would support President Johnson if he (McCarthy) was not the nominee.

"That's not true," Lowenstein replied. "Senator McCarthy says he will assess the situation if defeated."

Teaches Twice Weekly

Lowenstein, who manages to teach twice a week at City College while on the McCarthy campaign trail, was asked his position if McCarthy lost.

"If Johnson is nominated, I'll jump off that bridge when I come to it," Lowenstein said, recalling it was the same answer he used on a Meet the Press telecast.

At one point the campaigning professor wearing horn rimmed glasses, baggy slacks, sport coat and loosened tie — became somewhat excited and with gestures declared, "It's my party (Democratic) and I won't let Johnson take it away."

Another student took note of Lowenstein's all-out condemnation of the Vietnam War and

Turn to Page 2, Col. 3

## Student Senate Will Get Report On Ginsberg

Some Lawrentians Said to be Unhappy About \$2,800 Fee

The hippies are happy but the feeling is not mutually shared by students on the Lawrence University campus over last week's antics of Poet Allen Ginsberg.

Ginsberg and company gave a one-night stand performance at the Cinderella Ballroom under the auspices of the university's Student Senate Speakers' Forum.

The forum, according to a reliable source, paid out \$2,800 to pick up the tab for the controversial idol of the hippy world.

The Ginsberg ritual at the grave of the late Sen. Joseph McCarthy was not part of the contract.

Every year the university allocates funds to various student groups, and this year \$3,000 was budgeted to the speakers' forum to get interest in controversial speakers.

James Streeter, Lawrence student who handled arrangements for last year's appearance in Appleton of George Rockwell — assassinated later by one of his own American Nazi party members — booked Ginsberg also.

Prior to the venture, Streeter appeared before the student senate and requested the members of the speakers' forum be absolved of any costs in case the gate wasn't enough to defray expenses.

The senate voted to make up any deficit.

Since the start of the school term there have been mixed feelings over the budget allocation to the speakers' forum, and other budgets suffered as a result.

It was learned university officials told the speakers' forum group in advance that any scheduled performance of Ginsberg would be banned from the campus. As a result the ballroom was one of the old guard until he room was rented.

And from preliminary reports, the venture was a financial success.

A complete report — with possible side effects triggered by the controversy — will be given Monday night at a meeting of the student senate.

Lowenstein, a professional politician, swung through Wisconsin pounding the drums for the presidential candidacy of U.S. Senator Eugene McCarthy (D-Minn.)

His remarks before the Lawrence assemblage were well received but the questions that followed put the controversial subject of war-and-peace in a more practical perspective.

Potential Workers

The voters were not in Lowenstein's audience — a good share of the students are under 21 — but the group did represent manpower which any candidate needs as an important cog of his campaign machinery.

While Senator McCarthy has garnered courage to take on LBJ — thus projecting his thoughts to the nation and world that the U.S. should halt its warfare in Vietnam — there is wide range difference in his personality and verbal approach compared to Lowenstein.

And the war in Vietnam certainly disturbed Lawrence students and their counterparts across the country.

Lowenstein was, in effect, the dove who added fire to the claim the war is "immoral".

During his talk in the student union, the law professor at New York City College, painted a grim picture of the future, asserting at one point that, "The whole fabric of America is falling apart."

He told the students — many of them draft card carriers with 2-S deferments — of their alternatives, as he saw them.

"Either you go off to kill or be killed, or go to jail," Lowenstein said.

No Love for LBJ

Lowenstein made it clear he had no love for Lyndon B. Johnson or Hubert H. Humphrey although at one time he worked for the administration.

He is vice-chairman of the Americans for Democratic Action (ADA) of which Humphrey was one of the old guard until he stopped paying his dues about three years ago and quietly faded from the enation of liberal intellectuals, party loyalists and labor leaders.

The ADA recently lost a good segment of its nationally-known members when it endorsed the

## Joseph Sprangers Sr., President of Calumet Insurance Firm, Dies

MENASHA — Joseph J. Sprangers Sr., 71, route 1, president and director of the Calumet Equity Insurance Company of New Holstein, died at 11 p.m. Friday.

He operated a farm on route 1 for 45 years. He is survived by his widow, five daughters, four sons, three brothers, one sister and 40 grandchildren.

Funeral services will be at 10 a.m. Tuesday at Sacred Heart Church, Snerwood. Friends may call at the Greenwood Funeral Home, Kaukauna, after 2 p.m. Monday.

## Students Give Views To Drink or Not to Drink

BY ARLEN BOARDMAN

Post-Crescent Staff Writer

At least some high school students in Appleton believe drinking is an individual's decision, despite the state's minimum beer drinking age limit which would seem to leave no room for personal choice.

Interviews with students from the city's four high schools indicate they generally accept drinking by "something that's going to happen," but they do not necessarily condone it.

Their chief objection is the same as that held by many parents — an immature group combined with the uncontrolled use of alcohol in an unchaperoned atmosphere is a potentially dangerous situation.

An alternative which drew their hearty support, and frequent endorsement, was "moderate" drinking in the home under parental supervi-

sion. The interviewees felt the positive effects outweighed the negative in this situation.

Drinking At Home

Asked for an opinion on drinking at home, the Appleton Parent Teacher Association Council's executive board termed it "more acceptable" than "secret" drinking.

Outagamie County Juvenile Court Judge Raymond P. Bohr also asked for an expression on the controversial subject said he had "no objections" to minors drinking in the home. However, he warned that minors could drink "legally" only in their parents' home, and not, for example, with a friend's parents.

Student views on the problem were gathered through private interviews last week with 17 students. The interviewees were picked by school officials as students "with intelligent opinions."

Their expressions do not

necessarily represent those of the majority of their classmates; however, the students do feel most of their classmates hold very similar views on high school drinking.

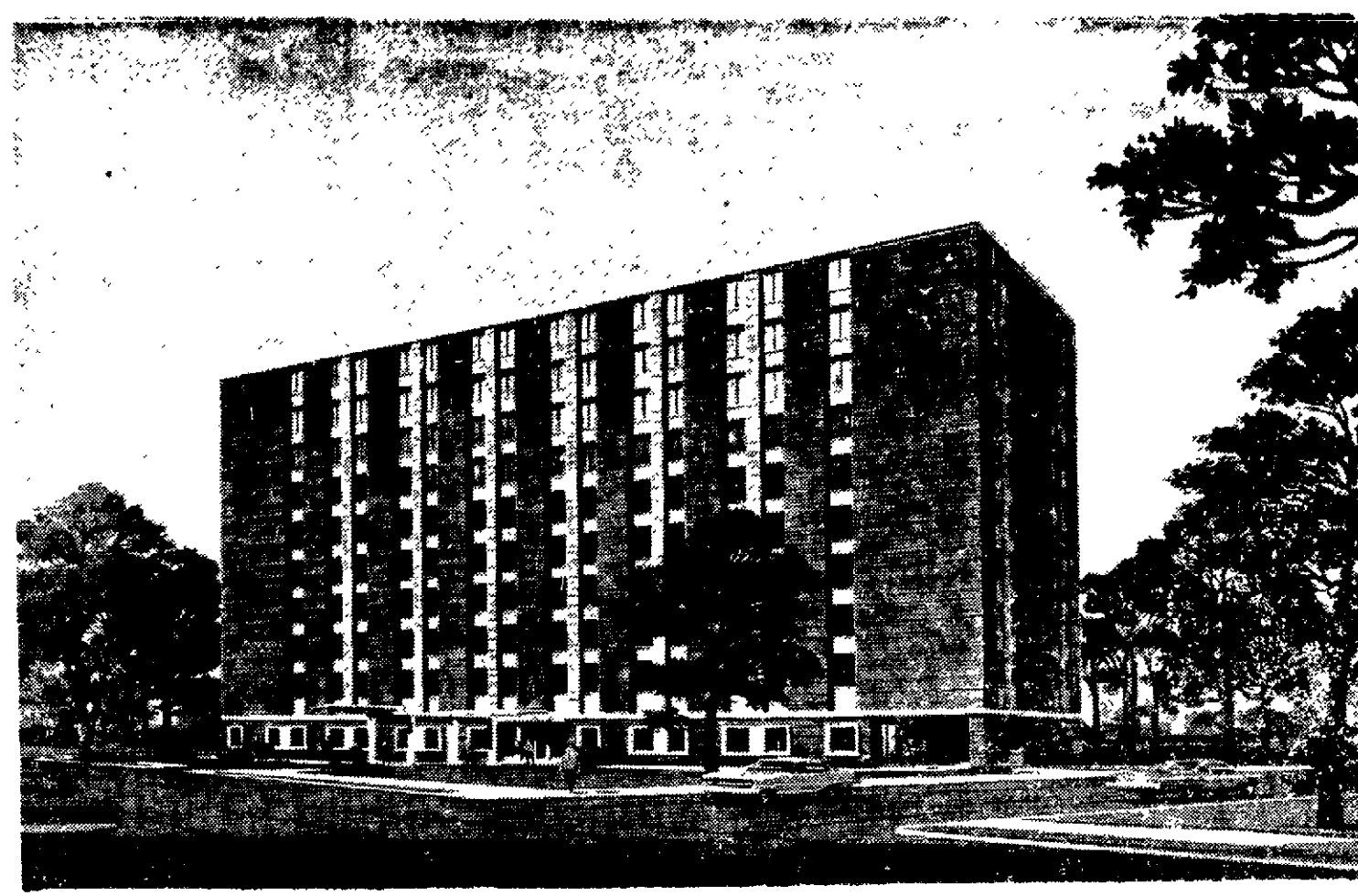
Drinking Problems

During the interviews, the students also were asked about the minimum beer drinking age in Wisconsin and parental and teacher advice concerning problems associated with drinking.

On the question of a preferred minimum beer age, all but two gave an unreserved "leave it at 18." They felt a higher minimum only would encourage more illegal drinking, either at unchaperoned home parties or "in the boondocks."

Most of the students feel verbal advice from parents or teachers will have little effect on curbing illegal drinking. For many students, they feel there is that incurable curios-

Turn to Page 9, Col. 1



Fond du Lac Is the Latest Fox Valley city entering the housing for elderly field with construction of this 10-story, 156 unit low rental apartment building expected to start soon a block from downtown. Costing more than \$2 million, the project is federally financ-

ed. Appleton Housing Authority officials, also pushing for a project here, will meet with federal officials later this month. The Fond du Lac building is being designed by Raeuber and Petri, Inc.

# Battle Rages Over News Ban

BY PETER GENIESSE

Post-Crescent Staff Writer

The latest round in the free press-air trial battle between the bar and the press has caused such an uproar in the nation's newspapers that one Fox Valley attorney wondered whether his point of view would receive a "fair trial" in print.

The American Bar Association's (ABA) move last Monday to impose severe restrictions on the release of crime news has been vigorously denounced in scathing editorials by almost all daily newspapers.

Editors, holding that a muzzle on news sources would deprive the public's right to know, attacked the Reardon Report, saying the ABA was attempting to change the constitution and trying to "put blinkers on the press and a lock on the courtroom door."

Lone Keeper

Another questioned whether the ABA's House of Delegates was the "lone keeper of the keys of the kingdom of justice."

But local attorneys and law enforcement officials couldn't get too excited about the news "clamps" recommended by the ABA, preferring to wait until they were put into effect.

At least one police official, however, sided with the news media viewpoint that the "lawyers are running too much of the show," reflecting on the revised procedures the police now must follow in making arrests.

Reardon Report

The Reardon Report, the result of a \$250,000 study, calls for curbs on pre-trial information concerning prior criminal records, confessions or results on tests in connection with an investigation.

It prohibits lawyers from releasing information about a defendant other than what is contained in public records and

from commenting on a case. Violation of the guidelines would be punished by reprimand, suspension from practice or disbarment.

It recommends that judges close certain pre-trial hearings to the press and public at the defendant's request.

Contempt Powers

It also urges judges to use contempt powers to punish anyone — including reporters —

who make statements which might affect a fair trial.

Editors and lawyers argue over whose house the ABA is trying to clean by imposing restrictions. The American Newspaper Publishers Association is currently conducting a \$150,000 study to determine what effect, if any, pre-trial publicity has on jurors.

In general, courts and attorneys have blamed the news sources — the judges, attorneys and policemen — and not the newspapers for inflammatory pre-trial publicity.

However, the famous Shepard case placed the blame on the press, in particular, a Cleveland daily, and precipitated moves toward crime news control.

Shepard Case

The trial judge in the Shepard case in 1964 claimed, "If ever the cause of freedom of the press was set back, this was it."

The Reardon Report now goes to the ABA's special committee on the bar's canons of ethics. The ABA convention in August in Philadelphia is expected to take a final look at the document.

But even if the ABA adopts the restrictions, they will be binding on only one-third of the nation's lawyers who belong to the national association.

Policemen would not be affected in any state unless the courts so ruled or legislation was passed.

All practicing attorneys in Wisconsin must belong to the

Police Hold Treasures

Everything From Bikinis to Booze

There are several small guns that resemble automatics but which shoot peas. Police also have the peas.

Need car parts — like a fuel pump, tire wrench, and much, much more? But, they're not for sale.

There are thousands of dollars worth of items — including the big and the small, the common and the uncommon — in the police department's two crowded property rooms. Many of the items are being held for evidence in court cases.

Some items, particularly guns, have been confiscated from mischievous youngsters or drunken, rampaging husbands and fathers. Other items are unclaimed and some have been behind the locked property room doors for many years.

Houses Arsenal

The rooms house an arsenal of guns from single shot air rifles to .32 caliber revolvers and high-power, big game rifles with scopes.

Some of the guns are at the police station for "safe-keeping." They were taken from men or women who threatened their lives or the lives of others. Some of the guns were taken from those who carried out the threat.

Included in the arsenal are a number of antique handguns. Police hope someday to arrange a display of the antique guns and "odds and ends."

There are other weapons in the property rooms. There is a black-handled switchblade knife with a long, deadly blade. There are small pocket knives, some of which have been seized in fights. There are a couple of bayonets and a dagger. Police saw many of the knives, particularly those that are illegal to possess, will be destroyed. There also is a "Molotov Cocktail" fashioned from a pop bottle.

Police Hold Treasures

Everything From Bikinis to Booze

There are several small guns that resemble automatics but which shoot peas. Police also have the peas.

Need car parts — like a fuel pump, tire wrench, and much, much more? But, they're not for sale.

There are thousands of dollars worth of items — including the big and the small, the common and the uncommon — in the police department's two crowded property rooms. Many of the items are being held for evidence in court cases.

Some items, particularly guns, have been confiscated from mischievous youngsters or drunken, rampaging husbands and fathers. Other items are unclaimed and some have been behind the locked property room doors for many years.

Houses Arsenal

The rooms house an arsenal of guns from single shot air rifles to .32 caliber revolvers and high-power, big game rifles with scopes.

Some of the guns are at the police station for "safe-keeping." They were taken from men or women who threatened their lives or the lives of others. Some of the guns were taken from those who carried out the threat.

Included in the arsenal are a number of antique handguns. Police hope someday to arrange a display of the antique guns and "odds and ends."

There are other weapons in the property rooms. There is a black-handled switchblade knife with a long, deadly blade. There are small pocket knives, some of which have been seized in fights. There are a couple of bayonets and a dagger. Police saw many of the knives, particularly those that are illegal to possess, will be destroyed. There also is a "Molotov Cocktail" fashioned from a pop bottle.

Police Hold Treasures

Everything From Bikinis to Booze

There are several small guns that resemble automatics but which shoot peas. Police also have the peas.

Need car parts — like a fuel pump, tire wrench, and much, much more? But, they're not for sale.

There are thousands of dollars worth of items — including the big and the small, the common and the uncommon — in the police department's two crowded property rooms. Many of the items are being held for evidence in court cases.

Some items, particularly guns, have been confiscated from mischievous youngsters or drunken, rampaging husbands and fathers. Other items are unclaimed and some have been behind the locked property room doors for many years.

Houses Arsenal

The rooms house an arsenal of guns from single shot air rifles to .32 caliber revolvers and high-power, big game rifles with scopes.

Some of the guns are at the police station for "safe-keeping." They were taken from men or women who threatened their lives or the lives of others. Some of the guns were taken from those who carried out the threat.

Included in the arsenal are a number of antique handguns. Police hope someday to arrange a display of the antique guns and "odds and ends."

There are other weapons in the property rooms. There is a black-handled switchblade knife with a long, deadly blade. There are small pocket knives, some of which have been seized in fights. There are a couple of bayonets and a dagger. Police saw many of the knives, particularly those that are illegal to possess, will be destroyed. There also is a "Molotov Cocktail" fashioned from a pop bottle.

Police Hold Treasures

Everything From Bikinis to Booze

There are several small guns that resemble automatics but which shoot peas. Police also have the peas.

"Something Strange Here, Chief, I can't seem to get a dial tone." Detective Sgt. Carl Thiel found this telephone receiver among other "trash and treasures" in Appleton Police Department property room where he is standing. (Post-Crescent Photo)





News of Servicemen

Appleton Sergeant on Duty at Thailand Base

Sgt. James Lee Wheeler, who graduated from Appleton High School and a former Post-Crescent carrier volunteered for overseas duty with the Air Force is stationed at Khorat AFB, Thailand on a one-year tour of duty.



Sgt. Wheeler is a 1965 graduate of Appleton High School and a former Post-Crescent carrier. He volunteered for overseas duty with the Air Force and is stationed at Khorat AFB, Thailand on a one-year tour of duty.

Wheeler is a 1965 graduate of Appleton High School and a former Post-Crescent carrier. He volunteered for overseas duty with the Air Force and is stationed at Khorat AFB, Thailand on a one-year tour of duty.

Alert Motorist Spots Blaze at Harrison Farm

The alertness of a passing motorist and quick action by firemen prevented a serious fire Saturday night in a rural Menasha barn in which 52 head of cattle were quartered.

James Eckrich, Bank Programmer, Succumbs in Oklahoma City

OSHKOSH — James P. Eckrich, 45, 123 N. Lark, a programmer at the First National Bank of Appleton, died about 5 p.m. Friday in Oklahoma City.

Vital Statistics

- Today's Deaths**  
Joseph J. Sprangers Sr., 71, route 1, Menasha.  
James F. Eckrich, 45, 123 N. Lark St., Oshkosh.
- Today's Births**  
Appleton Memorial:  
Daughters to:  
Mr. and Mrs. Wilfred J. Watson, 111 1/2 E. Marquette St., Appleton.  
Mr. and Mrs. Peter Akmen-tins, 1036 W. Frances St., Apple-ton.  
Son to Mr. and Mrs. Donald Lund, route 1, Hortonville.  
St. Elizabeth:  
Daughter to Mr. and Mrs. David Williamson, 239 S. John St., Kimberly.  
Son to Mr. and Mrs. James Sorensen, 1012 N. Bennett St., Appleton.
- Waupaca Riverside:**  
Son to Mr. and Mrs. Elmer Wilson, route 1, Waupaca.  
Daughter to Mr. and Mrs. Sam Thiel, route 1, Greenville.
- New London Community:**  
Daughter to Mr. and Mrs. David LeNoble, 708 W. Cook St., New London.  
Son to Mr. and Mrs. Marvin Besaw, 708 Algoma St., New London.
- Clintonville Community:**  
Daughter to Mr. and Mrs. Michael Brunner, route 3, Clin-tonville.  
Son to Mr. and Mrs. Gene R. Rohde, 186 McKinley Ave., Clin-tonville.
- Theda Clark:**  
Son to Mr. and Mrs. Daniel Meulemans, 1114 Honeysuckle Lane, Neenah.
- Mercy, Oshkosh:**  
Sons to:  
Mr. and Mrs. Clifford Neu-bauer, 151 W. 25th Ave., Oshkosh.
- Kosh:**  
Mr. and Mrs. Derald Ohm, 442 Dove St., Oshkosh.  
Mr. and Mrs. Gerald Lippold, 354 W. 20th Ave., Oshkosh.  
Mr. and Mrs. Richard Elmer, 1817 Columbia Ave., Oshkosh.  
Mr. and Mrs. Robert Linder, 604 W. Fourth Ave., Oshkosh.  
Mr. and Mrs. Eugene Fennel, 1800 Broad St., Oshkosh.  
Mr. and Mrs. Hy Sang Lee, 1027 Wisconsin St., Oshkosh.
- Daughters to:**  
Mr. and Mrs. James Lewis, 1012 Cleveland St., Oshkosh.  
Mr. and Mrs. Herbert Ek, 200A Dor. St., Oshkosh.  
Mr. and Mrs. Jack Hanson, 523 School Ave., Oshkosh.  
Mr. and Mrs. Harvey Jones, 143 W. 16th Ave., Oshkosh.  
Mr. and Mrs. Donald Der-zier, 1451 W. Second Ave., Oshkosh.
- Mr. and Mrs. Douglas Morris-sette, 133 W. 21st Ave., Oshkosh.**  
Mr. and Mrs. Helmut N'isch, 1027 Van Buren St., Oshkosh.
- Mr. and Mrs. Gary Wesen-berg, 639 School Ave., Oshkosh.**  
Mr. and Mrs. Clark Payne, 104 W. 22nd Ave., Oshkosh.  
Mr. and Mrs. Ronald Kame-ler, 510 Grove St., Oshkosh.
- Mr. and Mrs. Douglas Arent, 2689 Edgewood Lane, Oshkosh.**  
Mr. and Mrs. Lawrence Pap-entuss, 4144 N. Clay Road, Oshkosh.
- Mr. and Mrs. Robert Bear-wald, 1932 Michigan St., Oshkosh.**
- Marriage Licenses**  
Winnebago County — Clerk Dorothy Propp has issued mar-riage licenses to:  
Douglas C. Tritton, 647 Ontario St., Oshkosh, and Eileen R. Makra, route 1, Winnebago.  
Frank W. Williams, 2011 Vin-land Road, and Sharon K. Knobloch, 1917 Hamilton St., both of Oshkosh.  
John G. Lallensack, 1320 Clay-ton Court, and Jean A. Ferne-rea, 406 Stewart Hall, both of Oshkosh.  
James E. Ziemer, Butte des Morts, and Shirley K. Colburn, 1522 Evans St., Oshkosh.



The Massive Silos tower above the treetops near the Rohlfs Farms, Ltd., dairy beef farm located east of Kaukauna. The Fox Valley's "beef factory" will be the site of the 1969 Wisconsin Farm Progress

1969 Exposition Near Kaukauna Farm Progress Show Will Help Boost Dairy Beef Industry in Wisconsin

BY PAT DUFFEY Post-Crescent Farm Editor

ASKEATON — Dairy calves are the key to Wisconsin's budding beef industry and a Kaukauna agri-businessman is anxious to prove their worth to the state's farmers at the largest farm exposition coming here in 1969.

Eugene Haen, Badger Northland executive and rural Kaukauna farmer, has a sizeable job awaiting him in the next 18 months to prepare for the Wisconsin Farm Progress Days exhibition Aug. 12-14, 1969, at the Rohlfs Farms Ltd., "beef factory" east of Kaukauna.

The Rohlfs Farms, presently owned by Vincent Rohlfs, Badger Northland president, and his

Sen. McCarthy Backer Draws Good Audience

CONTINUED FROM PAGE 1 administration and asked what kind of a concrete policy was being advocated rather than just criticism.

"Reverse Our Course" "Reverse our course and get out," was Lowenstein's direct and abrupt reply.

Lowenstein said he had been in the army and didn't like it. After the program one of the estimated 100 coeds in the crowd rushed up to Lowenstein and gave him a kiss.

Several others picked up "McCarthy for President" material and signed up to work on his campaign team.

Lowenstein was pleased with audience receptions at Green Bay Appleton and Oshkosh, prompting a McCarthy campaign worker to remark, "The votes may not be there but what better public forum can you find today than college kids."

Days, the state's largest farm exposition. The farm specializes in developing lean, tender beef. (Post-Crescent Photo)

son, William, who manages the complex, will be leased to Haen as of April 1. The contract for the state farm show already has been signed with the Wisconsin Farm Progress Days Inc., which manages the show activities and preparations.

Randall Swanson, University of Wisconsin Extension agricultural engineer and safety specialist, heads the administrative corporation but will be retiring after this year's show at Chippewa Falls. His unnamed replacement will supervise the show.

The farm is located in southwestern Brown County near the junction of County Trunk Z and State 57. The first planning meeting with Brown County and state agricultural officials will be March 8 at Green Bay. Subcommittees will be named to begin making preparations.

The main theme of the show will be on small grains but it also will feature some conservation land practices, other crops and a massive "tent city" exhibit of farm equipment and supplies.

University of Wisconsin specialists will supervise feed tests comparing dairy beef with regular beef animals. The primary concern, however, will be on the dairy beef cattle.

The show will require 200 acres of hay, 150 acres of small grain for feed trials and harvesting, 40 acres for exhibits and 60 acres for parking. The farm has about 1,100 acres of which 900 is tillable. Some of the plantings will be made this year.

It has been feed and cattle weighing facilities which will assist in the testing programs. Construction on the "beef factory" started in May 1966. Haen plans to finish 2,500 beef cattle a year and start them at his baby beef operation phase electrical service to power the large capacity motors

William Rohlfs, left, manager of Rohlfs Farms, Ltd., checks over the 1968 crop program plans with Eugene Haen, route 3, Kaukauna, who will be leasing the farm after April 1, and discusses the future of beef for the housewife's dinner table. Beef consumption in the U.S. last year was 106 pounds per capita. (Post-Crescent Photo)

William Rohlfs, left, manager of Rohlfs Farms, Ltd., checks over the 1968 crop program plans with Eugene Haen, route 3, Kaukauna, who will be leasing the farm after April 1, and discusses the future of beef for the housewife's dinner table. Beef consumption in the U.S. last year was 106 pounds per capita. (Post-Crescent Photo)

**FOR SALE**  
Complete paper testing lab equipment.  
First Aid and personnel testing equipment.  
We are selling a our rug inventories at drastically reduced prices.  
**Deltex, Inc.**  
Open 8 A.M. to 5 P.M. — Monday Through Saturday  
35 Wisconsin St. Oshkosh, Wis. 54901

Newspapers, Lawyers Discuss Bar Proposal

CONTINUED FROM PAGE 1 tuting at windmills in this noisy debate about crime news, dissipating energies which might be better spent in a larger struggle, already deferred too long." He added, "The press is sometimes 'extra cautious' off fighting brushfires while its own house in burning down."

The press responds by saying the Reardon restrictions are unnecessary. One paper editorialized, "Rather than fussing about the impartiality of jurors by crimping the right to public trial, the ABA might better be devoting its time and effort to improving on the right to speedy trial." The editorial continued, "Slow justice in clogged courts is more in need of attention than pre-trial publicity."

And the fight goes on. **Wisconsin Finals for Miss American Teen Stated at Green Bay**  
GREEN BAY (AP) — State officials in the Miss American teen-ager contest will be held said "What the report is really in Green Bay August 23-24, talking about is news sources' pageant officials announced.

Fire Damages Garage, Playroom Equipment  
Fire, possibly started from a cigarette, burned the floor of a garage and some contents Saturday night at the Ronald R. Miller home, 315 E. Harrison St. Firemen, who were summoned at 6:25 p.m., said cigarette ashes may have dropped into a pile of excelsior on the floor of the garage.

Meanwhile, the national news-paper group plans to "shift the battle ground" to the state and old davenport and a section of Holstein dairy calves because county group in an effort to curb the ABA's curbs. A lawyer and national critic kept in a children's playroom of the news media remarked recently, "The press has been garage."

**RCA No. 1 for the money color TV SPECIAL!**

**RCA FIRST IN COLOR TV**

The CASTLETON Model GJ-702 23" diag., 295 sq. in. picture

**AUTOMATIC FINE TUNING (AFT) AT THIS LOW, LOW PRICE**

A perfectly fine-tuned signal every time—that's what you get with this compact RCA New Vista® Color TV. No need to worry about fine tuning—electronic fine tuning does it for you. Powerful 25,000-volt chassis. 6" oval duo-cone speaker.

**\$549**

Other RCA Color TV's from as little as . . . \$299

**spectacular stereo SPECIAL!**

**RAVICTOR New Vista Stereo**

The HAGERSTOWN Model VJ743

A new listening experience! Six speakers, 2 15" oval duo-cones, two exponential horns, 2 3 1/2" tweeters, 75-watt peak power Solid State amplifier. Powerful FM-AM and FM Stereo radio. Studiomatic 4-speed changer plays records automatically or manually. Feather-tone action arm has diamond stylus. Stereo headphone jack, 4-position speaker switch.

**\$379**

Easy Terms As Little As \$2.95 Per Week

**HOERSCH HOME APPLIANCE INC.**

Low Bank Financing Phone 733-4406 307 W. College Ave., Appleton





"Our Hearts Are in the Heart Fund," declares the notation on a box containing student contributions to the annual campaign of the American Heart Association. The heart-shaped box was brought to the Appleton Heart Fund office by Jenny Lins, left, and Mark Swick, members of Mrs. Alex E. Downs' Intermediate I class at McKinley School. The youngsters represent the class on the school's student council. Accepting the box is Mrs. Roebrt Swan, headquarters' supervisor of the Appleton campaign office. (Post-Crescent Photo)

### Throughout Fox Valley

## Youths With Eye on Future Play

Young people — who stand to gain the most in long-range terms from research and educational programs being sponsored

across the nation by the American Heart Association — are playing a key role in the Heart Sunday fund canvass being conducted today throughout the Fox River Valley.

With "heart" as their cause, some 98 students from Appleton's four high schools — Xavier, Fox Valley Lutheran, and Appleton High East and West — will be covering some 128 city blocks, seeking contributions to the 1968 Heart Fund Appeal.

At Xavier and Appleton High East and West, the solicitors are members of the Kiwanis-sponsored Key Clubs, whose motto is: "Understanding Through Involvement." The Fox Valley Lutheran students are representatives of the Student Council, and the Helping Hands Club.

Presidents of the participating Key Clubs are Richard Stack, Appleton East; Robert Schuchert, Appleton West; and James Weiss, Xavier. For the newly-organized Appleton East, the Heart Sunday participation represents the first major community-service project.

As in past years, Heart Fund solicitations are being conducted simultaneously today in Appleton, Kaukauna, Neenah-Menasha, Oshkosh, Fond du Lac, Little Chute, Combined Locks and other Fox Valley communities.

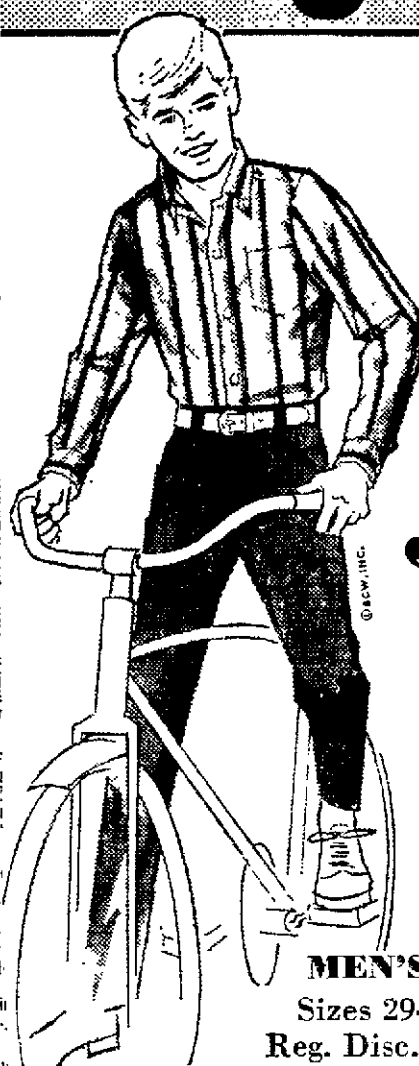
Solicitors have been urged to return their kits to the proper points this afternoon, once they have completed making their calls. It may be necessary, however, to make follow-up calls during the early part of the week.

Number One Enemy In urging Wisconsin residents to give generously to the 1968 Heart Fund appeal, John E. Canfield, president of the Wisconsin Heart Association, noted that the complex of heart and circulatory diseases remain America's number one health enemy.

In Wisconsin alone, deaths from heart disease represent 57.9 per cent of all deaths — nearly double that of deaths from cancer, accidents, infants' diseases, pneumonia and diabetes combined.

Nearly 23,000 residents of the state died of heart disease in 1965, according to the latest report by the State Board of Health statistics. Nation-wide, heart attacks claim about 500,000 lives annually.

# Shopko Speaks Your Language (Cents-able)



Men's-Boys' Perma Press

## DRESS-UP JEANS

- 100% Cotton
- Black, Tan or Olive

**MEN'S**  
Sizes 29-38  
Reg. Disc. 3.97

**3<sup>47</sup>**

**BOYS**  
Sizes 8-18  
Reg. Disc. 3.37

**2<sup>99</sup>**

Toddlers'-Corduroy

## SLACKS

Sizes 2-4  
Reg. Discount to 1.37

**77¢**

Girls' Flannel  
**SLEEPWEAR**  
Sizes 2-14

**77¢**

## BATH MATS

Printed Terry Cloth

Jumbo Size  
Non-skid Foam Back  
Asst. Prints & Colors  
Reg. Discount 78c

**57¢**

### What to Do — Where to Go

**Appleton Theater** — Sol Madrid at 1 p.m., 4:30 and 8:10. Emily at 2:40, 6:15 and 9:45.

**Viking Theater** — Kiddy matinee from 1 p.m. to 4:30: Disorderly Orderly - The Night of the Grizzly. The Biggest Bundle of Them All at 4:45 and 8:20. The Last Challenge at 6:25 and 10 p.m.

**Brin Theater, Menasha** — The Bible at 2 and 8 p.m.

**Neenah Theater** — Children's show from 1 p.m. to 4 p.m.: The Vanishing American; The Man from Planet X; Woman Times Seven at 4:25 and 8 p.m. The Ambush at 6:15 and 9:50.

**Vaudette Theater, Kaukauna** — The Magic Weaver and The Vulture at 1:15 p.m. matinee. Night show: The Vulture at 7 p.m.; Wild on the Beach at 8:35.

**Raulf Theater, Oshkosh** — The Comedians at 1:30, 5:30 and 9:30. Marco 7 at 3:50, and 7:50.

**Time Theater, Oshkosh** — Sand Pebbles at 1 p.m., 4:30 and 8 p.m.

**Lawrence University Theater** — Last performance of The Merchant of Venice, Harold Kasket of London directing, at 2:30 p.m., Slansbury Theater, Music-Drama Center.

**Lawrence Film Classics** — Laurel and Hardy in Chumps at Oxford, plus short, 8 p.m., Youngchild Hall of Science.

**Overland Stage Company** — Starring Walter Slezak in The Lion in Winter, 8:15 p.m., Grand Theater, Oshkosh.

**WSU-Oshkosh Faculty Recital** — Maribeth Kirchoff, 8 p.m., Union Lounge, Oshkosh campus.

**Northside Kiwanis Film Series** — Movie on Hong Kong with George Wilhelm narrating, 7:30 p.m., Appleton High West Auditorium.

**Lawrence Artist Series** — Monday night, Vienna Academy Chorus, 8 p.m., Lawrence Memorial Chapel.

1.79—Box of 84  
**POLIDENT**  
Denture Cleanser

Tablet Form

**97¢**



1.49—Bottle of 100  
**BUFFERIN**

**84¢**

99¢—Family Size  
**MACLEANS**  
TOOTHPASTE

New Spearmint Flavor

**48¢**

1.55—11 oz. Btl.  
**ALBERTO VO5**  
Shampoo

Reg. or Dry Formula

**81¢**



79¢  
**CURAD**  
Bonus Box BANDAGES

The "Ouchless" Bandage

**39¢**

**MENNEN**

Pushbutton Deodorant  
1.98—10 oz. Size

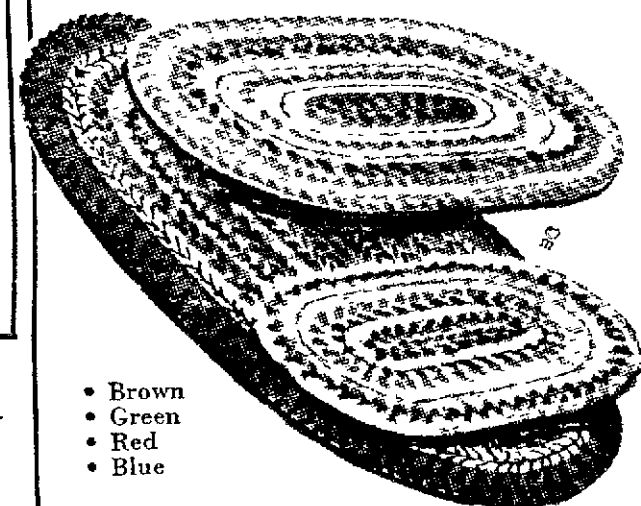
**74¢**



**PLASTIC OVAL RUGS**

Reg. Disc. 1.88

**1<sup>27</sup>**



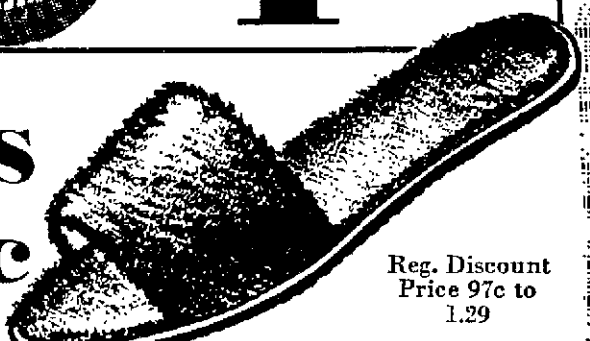
Reg. Disc. 2.88

**1<sup>97</sup>**

Women's-Children's  
**SLIPPERS**

Asst. Group Sizes 5-3 & 5-10

**78¢**



Reg. Discount Price 97c to 1.29

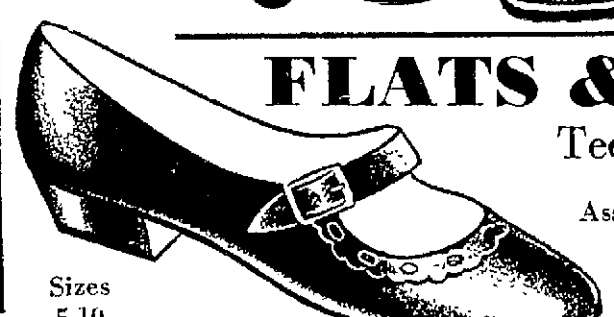
**FLATS & SPORTS**

Teens-Women's

Asst. Group

**1<sup>96</sup>**

Reg. Discount Price 2.97



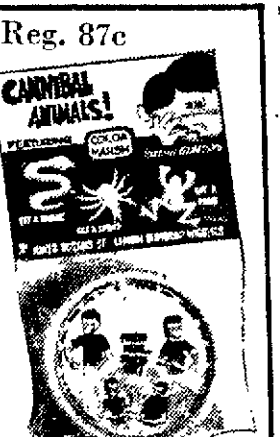
**CANNIBAL ANIMALS**

Fun to Make — Fun to Eat

- Makes Lion, Monkey, Snake, Spider, and Frog Gum Drops

**66¢**

- Lemon, Strawberry Mint, Chocolate Fudge



Reg. 87c

**FUNNY FRECKLES**

- As Seen on T.V.
- Over 100 Transfers
- They Wash Off
- Non Toxic

**66¢**



# Shopko

DISCOUNT CENTER

Highway 47 — Between Appleton and Menasha

Open Every Nite 'til 9:30 — Sundays 12:00 to 6:00

**PEOPLES CREDIT CORPORATION**

**Stop Worrying!**

**Borrow From the People at**

**PEOPLES CREDIT**

**PEOPLES CREDIT**

PEOPLES CREDIT CORPORATION • 733-5573 • SOUTH OF COLLEGE ON APPLETON ST.

# WE DON'T DARE TAKE YOU FOR GRANTED

We stay in business because people want us to.

If you get tired of us or bored or uninterested, you stop reading.

After all, there are plenty of other ways you can spend your time.  
TV, radio, newsmagazines, paperbacks—all compete for your attention and time.  
In most cities one has a choice of several TV stations, many radio stations  
plus hundreds of magazines and books.

Today there are more things to see, read and do than ever before.  
And we know it.

The only way we know how to stay in business  
is to run a responsible, informative newspaper.

Our business is news and information.

We provide more of it than any other business every day.

We'd better.

Our competition won't allow us to take you for granted.



Daily  
Sunday **Post-Crescent**

For Subscription, Advertising or Information Service

CALL

733-4411

or

722-4743





'... emergency leave approved.' 'He left Vietnam Saturday.' ... a long and difficult trip ends

# Red Cross Is Gls' Liaison

American Red Cross "Service to Military Families" (SMF) liaison between servicemen anywhere in the world and families left behind, spent 5,269 hours handling 819 cases in Outagamie County alone during the last fiscal year.

Messages of birth, illness, death and requests for emergency leave originate from a family or doctor's request to a local chapter, which then sends the information through channels to the agency's representative at the serviceman's duty station. If it's good news, the field director happily passes it on.

If it's a request for emergency leave, he works both with the serviceman and commanding officer. After Red Cross presents the facts they've received, the final decision is that of the commander. The seriousness of the situation decides the request.

Once a leave is granted, Red Cross personnel all along the route of travel know the serviceman is coming, and assist him with plane connections, telephone calls, lodging or advice.

Meanwhile at home, the chapter is keeping the family informed of arrival time and messages.

The contact doesn't stop with the serviceman's arrival home. He may be short of money for the return trip or he may not have enough to cover hospital bills. His Red Cross will assist him with a loan, or a grant if repayment would cause a hardship. And Red Cross is a place to go for help all the way back to his duty station.

Because of the Vietnam War, SMF is now the major Red Cross service in Outagamie County, but still it is only one of many programs. During 1966-67, 151 uniformed and trained volunteers served 10,935 hours working at hospitals and homes for the elderly, teaching first aid and water safety, assisting in school health programs, working at the chapter office and helping with the United Fund Campaign.

Without its volunteers, Red Cross could not operate. In the hospitals, often visited twice a week, they teach crafts, conduct games, serve refreshments, read letters, assist the medical staff, and are there — as listeners for someone who wants to talk.

Volunteers are regularly scheduled at Outagamie County, Riverview General and Winnebago State hospitals. Fifteen Junior Red Cross girls also visit Family Heritage Nursing Home, having many of the same duties as the senior volunteers.

One of the newest programs here is the Servicemen's Wives Club, where members, most of whose husbands are in Vietnam, get together to share projects, problems and ideas. With basic material furnished by the chapter, they made, filled and sent ditty bags containing useful items to the men in Vietnam.

The Red Cross rural fund drive for Outagamie County opens March 1 and will continue throughout the month. Most of the chairmen have been appointed, the chapter announced.



Fifteen Junior Red Cross Girls spent 737 hours last year visiting residents at Family Heritage Nursing Home, above. They make beds, deliver meal trays, prepare projects, iron, visit and talk with patients, read, conduct games, help with special parties and distribute gifts. First aid was taught during the 1966-67 Red Cross courses in Outagamie County. A total of 606 first aid certificates were awarded at the various levels. (Post-Crescent Photos)



## Today in History

By THE ASSOCIATED PRESS

Today is Sunday, Feb. 25, the 56th day of 1968. There are 310 days left in the year.

Today's highlight in history: On this date in 1793, heads of the various U.S. government departments met with President George Washington at his home. It was the first Cabinet meeting on record.

On this date: In 1783, Denmark recognized the independence of the United States.

In 1936, the Colt revolver—the first practical arm of its kind—was patented.

In 1901, J. P. Morgan incor-

porated the U.S. Steel Corp. in New Jersey.

In 1913, the 16th Amendment to the U.S. Constitution went into effect. Congress was given the authority to levy income taxes.

In 1956, Nikita Khrushchev denounced the late Soviet dictator, Joseph Stalin, at a Communist party congress in Moscow.

Ten years ago—Egypt said it had withdrawn troops from a disputed area in Sudan.

Five years ago—India said it would not recognize a border agreement to be signed by Pakistan and Communist China.

One year ago—Political parties opposing the ruling Congress party in India won more seats than ever before in the Indian Parliament.

**the Fair Store**

**OPEN SUNDAYS 1 to 5**

OPEN DAILY 10 to 9

Gifts • Film • Photo Equipment • Party Supplies

Valley Fair Shopping Center

**These VALLEY FAIR Stores OPEN SUNDAYS!**

**OPEN SUNDAYS 1 to 5 P.M.**

**the Fair Store**

**Grants** KNOWN FOR VALUES

**Gambles** VALLEY FAIR

## Announcement

A film will be presented about the newly developed community of Spring Hill, Florida, Monday evening, February 26 at the Left Guard, 146 Main St., Menasha, beginning at 8:00. The film is presented by EMPIRE REALTY COMPANY which handles information and sales of the property in the Tri Cities.

Arrangements may be made for those who wish to fly to Florida to visit the developed area. The trip, which costs \$109 per person, includes round trip air transportation, 2 nights hotel accommodation at Clearwater, Florida and all meals.

**A FREE 3-DAY AIR TRIP TO FLORIDA...**

WILL BE AWARDED TO SOME LUCKY PERSON WHO ATTENDS THE TRI CITY SHOWING.

**A Lunch Will Be Served After the Showing**

**EMPIRE REALTY CO.**

FLORIDA DIVISION  
215 Main St., Menasha  
Telephone 725-6357

AD67LB181 (A-258)

**Grants** KNOWN FOR VALUES

**Coupon Specials**

**Sunday-Monday Only While Quantities Last!**

Good Feb. 25-26

CLIP COUPON & BRING TO GRANTS

with this COUPON

**9" PAPER PLATES**

PACK OF 100

REG. 77¢ **47¢**

- Full dinner size
- Graceful fluted edge
- LIMIT: 2 pkgs. per customer

Good Feb. 25-26

CLIP COUPON & BRING TO GRANTS

with this COUPON

**Caryl Richards' JUST WONDERFUL HAIR SPRAY—13 OZ.**

REG. 77¢ **47¢**

- Regular and hard-to-hold
- Leaves your hair clean
- LIMIT: 2 per customer

Good Feb. 25-26

CLIP COUPON & BRING TO GRANTS

with this COUPON

**GRANTS SPRAY STARCH OR WINDOW CLEANER**

REG. 39¢ EA. **27¢**

- 14 oz. size
- Great savings
- LIMIT: 2 per customer

Good Feb. 25-26

CLIP COUPON & BRING TO GRANTS

with this COUPON

**BOUNCING BABY DIAPERS, 1/2 DOZEN**

REG. 1.19 per 1/2 Doz. **88¢**

- Flannel Diapers
- 27" x 27" with pinked edge
- LIMIT: 1 pkg. per customer

Good Feb. 25-26

CLIP COUPON & BRING TO GRANTS

with this COUPON

**DELICIOUS M & M CANDIES**

REG. 69¢ lb. **47¢ lb.**

- Tempting selection of candy coated chocolate
- LIMIT: 2 lbs. per customer

Good Feb. 25-26

CLIP COUPON & BRING TO GRANTS

with this coupon

**GENEROUS SIZE WHITEWARE CUPS**

**Sale 4 for 27¢**

- Useful extras for kitchen, lunch box
- LIMIT: 4 per customer

VALLEY FAIR SHOPPING CENTER  
Open Daily 10 to 9 • Sundays 1 to 5

**W.T. GRANT CO.** Years Unusually Low Prices

**Gambles** The Friendly Store Valley Fair

**OPEN SUNDAY 1 to 5**

**SPECIAL "COUPON" Values—TODAY & MONDAY**

(Coupons Expire 9 p.m. Monday, Feb. 26)

**VALUABLE COUPON**

Galvanized... 21 gallon size

**GARBAGE CANS**

Reg. \$3.25 With Coupon **\$1.99**

Top Quality Construction!

**GAMBLES VALLEY FAIR**

**VALUABLE COUPON**

Handy AUTO Hand

**VACUUM CLEANER**

Operates from your cigarette lighter.

With Coupon **\$9.95**

**GAMBLES VALLEY FAIR**

**VALUABLE COUPON**

Assorted

**USED TIRES**

Your Choice **\$1 and \$2**

(No Limit) With Coupon

**GAMBLES VALLEY FAIR**

**VALUABLE COUPON**

Pre-Spring SALE on

**POWER MOWERS**

**10% OFF** With Coupon

Prices Start at \$42.88

- Push • Self-Propelled and Riding Mowers

**GAMBLES VALLEY FAIR**

**VALUABLE COUPON**

9x12—Assorted Colors!

With Coupon **\$5.75**

**GAMBLES VALLEY FAIR**

**VALUABLE COUPON**

Bronzetone or Chrome, 5-Pc.

**DINETTE SET**

With comfortable, upholstered, swivel chairs—handsomely styled.

Reg. \$119.95 With Coupon **\$99.95**

**GAMBLES VALLEY FAIR**

**VALUABLE COUPON**

**WIN A CONSOLE COLOR TV SET**

(Reconditioned With Guarantee)

No obligation! Nothing to buy! Fill out entry blank and mail or drop in box at store before April 1st.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Phone \_\_\_\_\_

**GAMBLES — VALLEY FAIR**

**FOR REAL VALUE TRY POST-CRESCENT CLASSIFIED ADS**



# Senate Set for 2nd Rights Cloture Vote

## Dirksen Wants Compromise If Debate Can't be Halted

WASHINGTON (AP) — Republican Leader Everett M. Dirksen urged Saturday that efforts to reach a compromise on a civil rights bill be continued even if a second attempt to cut off Senate debate fails.

"With so many working to find common ground," he said, "I will suggest to Majority Leader Mike Mansfield, D-Mont., that the measure not be put aside in favor of other legislation."

## 500,000 Jobs Goal of Drive

CONTINUED FROM PAGE 1

Industry assembled into the National Alliance of Businessmen (NAB) to carry out Johnson's job opportunities in the business sector (jobs) program.

The objective is to turn hard-core unemployed into productive workers—100,000 by July, 1969 and 500,000 by the summer of 1971.

In addition NAB has been asked to try to find meaningful jobs for 200,000 disadvantaged young people by the coming summer.

The President set these goals in a manpower program he outlined in a special message to Congress a month ago.

The vice chairman of the alliance, J. Paul Austin, president of the Coca-Cola Co., and the chief executive officer, Leo Beebe, a Ford vice president on loan, joined Ford in the Saturday conference with Johnson.

Out of it came the announcement of names of 49 of the 50 men who will direct the local campaigns in the biggest cities—top men in banking, insurance, transport, utilities, communications, commerce and other fields.

**Held Recruiting**  
The U.S. Labor Department will place a man with each city chairman to identify the hard-core unemployed and help with recruiting. And the chairman will contact businessmen personally to seek pledges of cooperation in hiring and training the unemployed. The sign-up drive will last a month, to mid-April.

Johnson proposes to put \$350 million into the first stage of the program to employ and train 100,000 persons by mid-1969. The government would subsidize extraordinary training costs.

There have been estimates that training expenses could run as much as \$25,000 per person. Beebe said he has no figure on the probable costs of the jobs program to the government and private business.

He said, too, that he is told names and addresses for half closing: "At present I am confident under a death sentence. Helped already are in hand."

The Senate will vote for a second time Monday on whether to shut off the civil rights debate that began after Congress reconvened in mid-January.

A first vote last Tuesday on putting the debate-closing cloture rule into effect was 55 to 37, seven votes short of the necessary two-thirds majority.

Mansfield has said that barring unforeseen circumstances he will move to lay the civil rights bill aside if the Senate again refuses to halt the debate.

Dirksen said in an interview he expects cloture to be rejected again Monday, saying he knows of no senator who has changed his position.

But the Illinois senator said he wants to get a satisfactory bill and thinks this may be possible if the legislation is kept before the Senate.

The twin issues involved are a measure to protect Negroes and civil rights workers against racial violence and a proposed amendment to bar discrimination in the sale or rental of housing.

The chief sponsors of the open-housing amendment already have said they will propose modifications.

Sen. Jack Miller, R-Iowa, who has been taking part in efforts to work out a compromise, said he feels the second petition to cut off debate was filed prematurely.

He told reporters he thinks a reasonable compromise can be reached in another week if the legislation is not abandoned.

Miller was among the GOP senators who voted with Dirksen against cutting of debate. Rejection of cloture again Monday would serve to improve chances for a compromise, Miller said.

On the first cloture vote, the 36 Republican senators divided evenly. Most of the Democratic votes against cutting off the debate were cast by Southern senators.

**Inmate Hopes to Use State Legal Pamphlet**  
NEW YORK (AP) — "Your Rights If Arrested," a legal bulletin published by the state attorney general's office has become a runaway best seller with 10,000 requests for it in the last week.

Atty. Gen. Louis J. Lefkowitz said Friday an inmate in Sing Sing prison asked for it with this closing: "At present I am confident under a death sentence. Thank you in advance."



Gov. George Romney of Michigan, left, runs along the beach of the Pacific Ocean at 7 a.m. Saturday on one of his periodic jaunts. He is in Oregon campaigning for the Republican presidential nomination. Running with him on the Lincoln City, Ore., beach is Robert Packwood, a Portland attorney who seeks the GOP nomination for the U.S. Senate. (AP Wirephoto)

## U.S. Rejects Thant's Plea to Halt Bombing

CONTINUED FROM PAGE 1

New Delhi, Moscow, London, Paris and Washington, had convinced him that a halt in the U.S. bombing of North Vietnam is the indispensable first step.

"If such a step were to be taken," he declared, "I am more than ever convinced that meaningful talks will take place much earlier than is generally supposed, even perhaps within a matter of a few days."

Among those with whom Thant conferred were North Vietnamese Consul General Nguyen Hoa in New Delhi and Hanoi's Delegate General Mai Van Bo in Paris. He disclosed for the first time details of these talks, including assurances from Bo that negotiations would begin as soon as the bombing stopped.

**'In Good Faith'**  
The secretary-general said he had been told by Bo that the United States could bring up any matter in the talks, including reduction of the fighting in South Vietnam and the question of reconvening the Geneva Conference.

Thant added that, once the bombing was halted, it could reasonably be assumed that questions relating to the fighting, "particularly in the demilitarized zone and across the frontiers," will be dealt with in good faith.

This appeared to be a reference to a key point in President Johnson's San Antonio formula calling for assurances that Hanoi would not take advantage militarily of a bombing halt or limitation. The secretary-general did not say whether his assumption was based upon a specific undertaking from the North Vietnamese.

**Larger Negotiations**  
He said the parties themselves—with the participation of representatives of South Vietnam and the National Liberation Front—Viet Cong—should solve this problem as a preliminary to the larger negotiations.

Thant noted that when he talked with President Johnson and Secretary of State Dean Rusk in Washington Feb. 21 the President had reaffirmed his desire to achieve a peaceful settlement in accord with the San Antonio formula and that both Johnson and Rusk had stressed "the no-military-advantage provision of that formula."

He expressed the belief the Vietnam problem is essentially political and that it cannot be solved militarily because both the United States and the Soviet Union "are firmly determined to prevent the defeat of the side which each supports."

**Complaining Negroes Will be Able to Tell Grips to City Officials**  
BALTIMORE, Md. (AP) — The city's Community Relations Commission is going to send a truck with signs and a public address system into Negro sections of Baltimore to gather complaints about discriminatory practices.

"We know there are many disadvantaged people who are reluctant to make a telephone call to us, or are reluctant to come to a big office building," said Joseph H. Purdy, commission chairman.

## Pilots Bomb Hanoi Port for First Time

SAIGON (AP) — U.S. warplanes attacked Hanoi's river port facility Saturday for the first time in the war, the U.S. Command said. It was one of several strikes around North Vietnam's capital and marked the second step-up in the air campaign in the last four days.

In another key strike, U.S. pilots returned to hit at Radio Hanoi, 3½ miles southwest of the city center, because it is so close to the city's center.

It had been hit for the first time Wednesday but remained on the air. Radio monitors in Saigon said the station, the most powerful in Southeast Asia, was still operating after the Saturday raid.

**Mop Up in Hue**  
In northern South Vietnam, allied troops slugged away at remaining Communist pockets at Hue's old Citadel in what commanders called a mop-up process following the raising of the city.

**Problems Delay Giant Transport**  
WASHINGTON (AP) — Technical problems reportedly will keep the nation's proposed supersonic transport plane grounded until at least 1972.

**UAW Workers Strike Against Allis-Chalmers**  
MILWAUKEE (AP) — The United Auto Workers went on strike Saturday against the Allis-Chalmers Manufacturing Co., as negotiators failed to reach a contract before a noon deadline set by the union.

The strike affects 11,600 workers at industrial machinery and farm implement plants in West Allis and La Crosse, Wis., Springfield, Ill., La Porte, Ind., and Cedar Rapids, Iowa, a union spokesman said. The main plant in West Allis employs 6,000.

The Boeing Co. of Seattle, Wash., refused comment on reports about the plane it is developing with the help of federal subsidies. The White House referred questions to the Federal Aviation Administration, which in turn referred them to the White House.

miles inland from the South China Sea, was described as an 11-acre complex of 38 buildings and a wharf. It is accessible to barges and small vessels. Military spokesmen said it was believed to be a transshipment point for war supplies from Red China.

Navy Intruder pilots returning to the carrier Enterprise, the world's biggest warship just returned for her third tour of Vietnam duty, reported multiple hits on the port. No further damage assessment was available.

Monsoon clouds covered the Hanoi region. Both the strike on the port and that by Marine fliers on Radio Hanoi were guided by radar. Considering the weather, it was probable that only a small number of planes were involved.

Military spokesmen said the Radio Hanoi facility attacked Saturday is the main installation of a "highly diversified operation" that beams out all seven miles southwest of the North Vietnam's propaganda city. Ha Dong had not been attacked since last May.

One source said the installation attacked has both medium and shortwave capabilities. He said, "It takes one transmitter to broadcast one frequency. I don't know how many frequencies they broadcast on but there are quite a number, so there is more than one transmitter at the site."

In other raids Saturday, U.S. Air Force jets reported silencing two radar sites 16 miles southwest of Hanoi. The American pilots hit at Kep airfield 28 miles northeast of the capital and Ha Dong army barracks.

Seven miles southwest of the city, Ha Dong had not been attacked since last May.

## SPECIAL SALE on PIANOS - ORGANS

ELECTRIC ORGANS (2 Manual) . . . . . As Low As \$425.00

One Only—Brand Name Reduced \$575.00  
NEW PIANO—Was \$990.00 . . . . .

**LAUER'S PIANO**

1358 W. Prospect RE 3-8916

## Pah-low's SOLVE TRAVEL AND GIFT PROBLEMS!

From the VENTURA Collection

27 SIZES FOR EVERY TRAVEL NEED IN 8 FASHION COLORS  
SOFT-SIDED MATCHED MATES FOR HIM AND HER  
\$19.95 to \$115



TRAIN CASE . . . vinyl lined, for cosmetics and overnight accessories, \$39.50  
HAT-NITE . . . Doubles as overnight bag, \$39.50  
JUMBO PULLMAN . . . All-purpose maximum packing, \$55

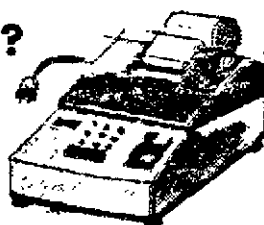
in scuff-resistant "Dura-vinyl" with Extra Security KEYLESS COMBINATION LOCKS

Welcome — First Wisconsin Charge Cards  
Luggage—Leather Goods—Gifts  
303 W. College — 733-8183

**Pah-low's**

## Need Help on Your Income Tax?

Rent an adding machine from Shannon Office Supply Co. 3 day minimum—As low as \$3.06, tax included.  
Need an adder all the time?—Ask about Shannon's rental ownership plan—No interest or service charge if paid within 1 year.



Electric & Hand Models. (Subtract & Credit Balance)

**Shannon Office Supply**

734-9111 300 East College Ave.



"We Specialize in Service"

**JIM GRIGNON**

Specializing for 5 Years  
Serving Curtis-Mathis

NOW IS ASSOCIATED WITH

**FRED'S TELEVISION SERVICE**

230 E. Washington Ph. 733-9507

## DO YOU UNDERSTAND YOUR NURSING HOME BENEFITS UNDER:

**MEDICARE (Title 18)  
MEDICAIDE (Title 19)**



FOR NURSING HOME CARE?

The public is invited to two meetings explaining these programs in detail at

**FAMILY HERITAGE NURSING HOMES**

125 Byrd Ave.  
NEENAH  
7:30 P.M. Mon.,  
Feb. 26—Neenah

601 Briarcliff  
APPLETON  
7:30 P.M. Tues.,  
Feb. 27—Appleton

Refreshments will be served.

For attendance Phone 5-2714 and 9-4466

**The Hoffman TWIN Pharmacists Ron & Rich**



Say . . .

**"We'll Be Here When You Need Us!"**

It may be late some night when you really need that prescription delivered to your house, but like the U.S. mails we deliver come snow, sleet or hail—whatever the hour! And we don't charge for these "night owl" deliveries either. (Altogether naturally—we hope you won't get us out of bed unless you're really in a pinch!)  
If you depend on us, you won't be disappointed. DEPENDABILITY is our service to you—366 days a year! (In case you're wondering—it's Leap Year this year.)

**HOFFMAN DRUG**

WALTER AVE. SHOPPING CENTER  
APPLETON

Open Daily 8:30 a.m.-9:30 p.m.; Suns. from 9 to 6  
FREE 24-Hour Prescription Delivery Service  
Phone 739-4414

## SUNDAY POST-CRESCENT

Published every Sunday morning by Post Corporation, 306 W. Washington St., Appleton, Wis.

V. I. Minahan . . . . . Publisher  
John P. Tarnus . . . . . Editor  
Mrs. John M. Wether . . . . . Associate Editor  
Glenn H. Arthur . . . . . Director of Sales  
David L. Nelson . . . . . Business Manager  
Gordon R. McIntyre . . . . . Managing Editor  
Henry G. Starck . . . . . Production Manager  
Lawrence J. DeCoster . . . . . Controller  
Erben Krueger . . . . . Circulation Manager  
Jack E. Williams . . . . . National, Classified Adv. Mgr.  
Fred W. Schweikher . . . . . Promotion Manager  
John W. Wyngaard . . . . . Manager, Madison Bureau  
Richard G. Lynes . . . . . Fox Cities Editor  
Donald Kampfer . . . . . Regional Editor  
Michael C. Walter . . . . . Wire Editor  
James Auer . . . . . Sunday Editor  
John L. Pausation . . . . . Sports Editor  
Alice Huck . . . . . Women's Editor  
Patrick M. Duffey . . . . . Farm Editor  
Frank A. Wolman . . . . . Chief Photographer  
Phillip R. Behl . . . . . Composing Superintendent  
Eugene Mueller . . . . . Press-Stereo Superintendent  
John G. Hurley . . . . . Engraving Superintendent

Second-Class Postage Paid at Appleton, Wisconsin.

Member Audit Bureau of Circulation

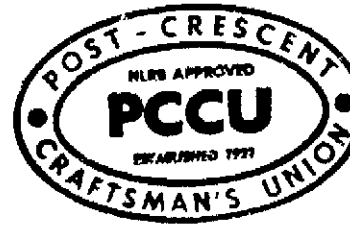
THE POST-CRESCENT AND THE SUNDAY POST-CRESCENT

**SUBSCRIPTION RATES**  
Delivered by carrier daily and Sunday for 70 cents per week or \$36.40 per year. Daily only 50 cents per week or \$26.00 per year. By mail daily and Sunday (7-days) where carrier delivery service is not available within the Wisconsin counties of Outagamie, Calumet, Winnebago, Waupaca, Brown, Shawano, Manitowish, Portage and Waushara, one year \$17.00; six months \$9.00; three months \$5.00; one month \$3.05. By mail in Wisconsin counties not listed \$27.00. By mail in United States beyond Wisconsin \$36.40 per year, or \$3.05 per month. Single copy price 10 cents daily; 25 cents Sunday.

MEMBER OF THE ASSOCIATED PRESS  
The Associated Press is entitled exclusively to the use or publication of all the local news printed in this newspaper as well as the AP news dispatches.

**OFFICES OF THE POST-CRESCENT**  
Main Office  
306 W. Washington St., Appleton 54910

Neenah-Menasha  
512 N. Commercial St., Neenah  
Kaukauna  
203 Lawe Street  
New London  
106 S. Pearl Street  
Waupaca  
213 N. Main Street  
Oshkosh  
117 State Street  
Madison  
242 Washington Bldg.  
53703



## Dry Cleaning Special

Feb. 26th Thru March 2nd

**SUITS PLAIN DRESSES**

**\$1.15** Cash & Carry  
Called for & Delivered \$1.40

**TROUSERS SWEATERS SKIRTS** Plain

**60c** Cash & Carry  
Called for & Delivered 75c

**JOHNSON'S CLEANERS & DYERS**  
1202 E. Wis. Ave. — We Deliver — Ph. 4-2536

TRY POST-CRESCENT CLASSIFIED ADS

Open Monday & Friday Nites 'til 9 P.M.

# LAST

## FEW SELLING DAYS!

Hurry! Hurry! Your Last Chance to Buy & Save!  
SALE ENDS SATURDAY, MARCH 2 — DON'T WAIT

Women's & Growing Girls' Dress — Sport Casual Reg. \$4.95 to \$12.95 . . . . . \$1.97-\$2.97-\$3.97

Children's School Shoes and Misses Dress Shoes \$3.97-\$4.97

Child Life and Stepmaster Brands. Sizes 8½ to 4 Reg. \$6.95 to \$10.95

Men's Dress Oxfords Values to \$15.95 . . . . . \$5.97 to \$8.97

Misses' Snow Boots . . . . . \$3.97

Vinyl Uppers, Warm Fleece Lining. Sizes 1 and 2 Only

Slashed to Clear Women's Snow Boots Reg. to \$15.95 . . . . . All at One Low Price . . . . . Only \$4.97

Children's Vinyl Boots . . . . . Sizes 9 to 3 . . . . . \$1.87

Men's Work Rubbers . . . . . Terrific Buy at \$2.97

Red or Black Soles — Broken Sizes.

Close Out — One Lot Women's Nurse Oxfords . . . . . Reg. to \$8.99 . . . . . \$5.97

Men's House Slippers Broken Size Runs . . . . . \$1.97

Men's Work Shoes and Oxfords Values to \$16.99 . . . . . \$5.97-\$8.97

Chippewa, Tyroleans, Rongers, Etc.

• All Sales Final • All Sales Cash

# DORN'S BOOT SHOP

124-126 S. Walnut St.

Appleton



Mr. Hanson Overlooked

The ephemeral quality of political prominence and prestige is aptly illustrated in the note of remonstrance recently sent around to the newspapers by J. Louis Hanson, who for a four year period ending last year was one of the highest ranking Democrats of Wisconsin as chairman of the state party organization.

Mr. Hanson wrote to complain, although good-naturedly, because a reporter had described him as a "notable absentee" when the campaign organization being formed for President Johnson in Wisconsin published a long list of Democrats, many of them of less acquaintance and stature, who are working for the president's renomination.

The evidently intended implication, Mr. Hanson protested, was that he had refused

For History Buffs Only

The State Historical Society board of curators occasionally grants short leaves to its professional staff members to permit them to engage in special research enterprises in their special fields of interest. One of those leaves was granted not long ago to William C. Haygood, editor of the society's quarterly magazine, for the more utilitarian purpose of compiling an index of the proceedings of the Society which is one of the oldest organizations of its kind in this part of the country.

In an essay in the current quarterly, Mr. Haygood describes the work as drudgery in many respects, but he confides that he is happy he undertook it nevertheless. There will be many of his compatriots in Wisconsin who will be gratified also, if only because of the mass of what he calls "colorful oddments" he accumulated during that work.

With apologies to the Society editor for our publicly proclaimed purloining of his material, here are some of them that will undoubtedly fascinate many Wisconsin readers and citizens interested in the history of their state who may not have access to this scholarly publication.

One reason why the early Indians despised the early whites is that the whites wore beards, which the Indians considered unmanly and obscene.

Between 1880 and 1885 the Wisconsin Central Railroad maintained an agent in Europe whose sole job was to encourage migration into the empty spaces of this state.

Taiwan Chinese Help Africans

While Japan continues to hold back from extensive technical or financial help to underdeveloped countries, the Republic of China on Taiwan is quietly expanding its programs. This is particularly true of Taiwan's agricultural assistance.

Currently 54 agricultural technicians from Africa are attending a four-month seminar to find out how Taiwan has accomplished its remarkable improvement in high yield crops. This is especially impressive because it has been done at the same time as land reform which divided up the large land holdings into plots of less than three acres for each peasant family.

The Nationalist Chinese also emphasize that there are no political strings attached to the program of technical assistance although obviously they contribute to the prestige of the government on Taiwan and will be compared to the failures thus far of many Communist Chinese aid programs in underdeveloped countries.

The Republic of China has recently increased its assistance to South Vietnam and it now has 80 agricultural experts in that country along with a medical mission,

Youth Conservation Study

In a state which has given birth to so many hundreds of conservation and hunting and fishing clubs and related organizations. It has sometimes seemed curious to us that an effective federation of such groups has required so many years to create.

Over the years there have been many abortive efforts. Yet even today and in spite of the deep interest of hundreds of thousands of Wisconsin residents of all ages in the problems of the outdoors and the management of our resources, there is not yet a formal lobby in the legislature representing this interest. Professional Madison lobbyists number perhaps 300, cutting across every conceivable segment of organized life in Wisconsin, but there is not a professional conservation organization lobbyist. The state conservation administration stands virtually alone, with respect to

People's Forum

Allow Citizens to Vote On Beer Drinking Age

Editor, Post-Crescent:  
The following is a copy of my reply to the action taken by the Welfare and Ordinance Committee on the 21-year Beer Drinking Referendum:

I would like to thank each one of you for your thoughts and efforts in connection with the 21-year-old Beer Drinking Referendum.

I can understand Mr. Huisman's feelings on this issue of our 18-year-old youth being

required to fight and give their lives, especially when our country has not declared a state of war. As a parent I can well appreciate this. You have a child, love, protect, and educate them. Then they reach the age of 18, most just out of school, and they are sent off to fight. This happens at a time when they really should either be continuing their education or starting a career, their whole future ahead of them

to become a member of the Johnson campaign group.

"The easiest way to explain my absence from the Wisconsin Citizens for Johnson-Humphrey Committee is the fact that no one bothered to ask me," he explained.

We were interested to note, however, that Mr. Hanson did not elaborate. He did not volunteer his own views about Mr. Johnson's candidacy, or his attitude about Sen. McCarthy's determined bid in the Wisconsin presidential primary to capture nominating convention delegates from the president. If Mr. Hanson wants to be asked we suggest that he regard this as an inquiry. It would be enlightening to us, and surely to the thousands of dues-paying Democrats whose captain he was for four years, to know his views on this commanding political situation of the day.

That a Wisconsin Fox Indian chief, Kiala, who offered his life if the French would quit persecuting his tribe, was taken from Green Bay to Montreal in 1731, sent to Martinique as a slave, and there soon perished in chains.

That Nelson Dewey, the first governor of the state, and Edward G. Ryan, one of its most influential early lawyers, sitting on the steps of a Wall Street bank in 1851 designed the state's second great seal, from which the present official seal of Wisconsin descended.

That tobacco, wool and sorghum became important Wisconsin crops only after the Civil War cut off supplies of tobacco, molasses and cotton from the states of the Southern Confederacy.

That John Stevens, a Neenah miller, by inventing in 1874 a roller flour mill for processing hard wheat was one of the men who was most instrumental in driving wheat production from Wisconsin to the Dakotas and Canada where this preferred wheat thrives most successfully.

That despite his flamboyant claims to be the Lost Dauphin, or heir to the throne of France, Eleazer Williams, in the presence of witnesses, submitted a written application of membership to the Green Bay Masons, asserting that he had been born 32 years earlier, in Canada.

We hope that Mr. Haygood maintains his eye for the oddments of Wisconsin history as he continues his duties with the Society and if he gets other sabbatical leaves.

electric power and harbor engineers. Its rice experts helped the Filipinos develop their miracle rice which means two rather than one crop a year. And the Vice Minister of Foreign Affairs now is touring Latin American countries to see how the technical cooperation program can be expanded in that direction. Chinese advisors are already active but in a small way in the Dominican Republic, Brazil and Chile.

White it is true that the funding of these programs comes in part from counterpart funds turned over to the Republic of China when American economic aid ended in 1965, the Chinese could have made a more selfish use of the money for their own domestic programs. Last winter the United States and Republic of China signed an agreement for the sale of \$37.5 million in surplus agricultural products on Taiwan and half the receipts will go toward the foreign technical assistance program.

Taiwan's growing economic progress and stability may well mean an improvement in political stability and liberty as well. By its foreign cooperative program, the Republic of China is demonstrating its success and the Communist failures.

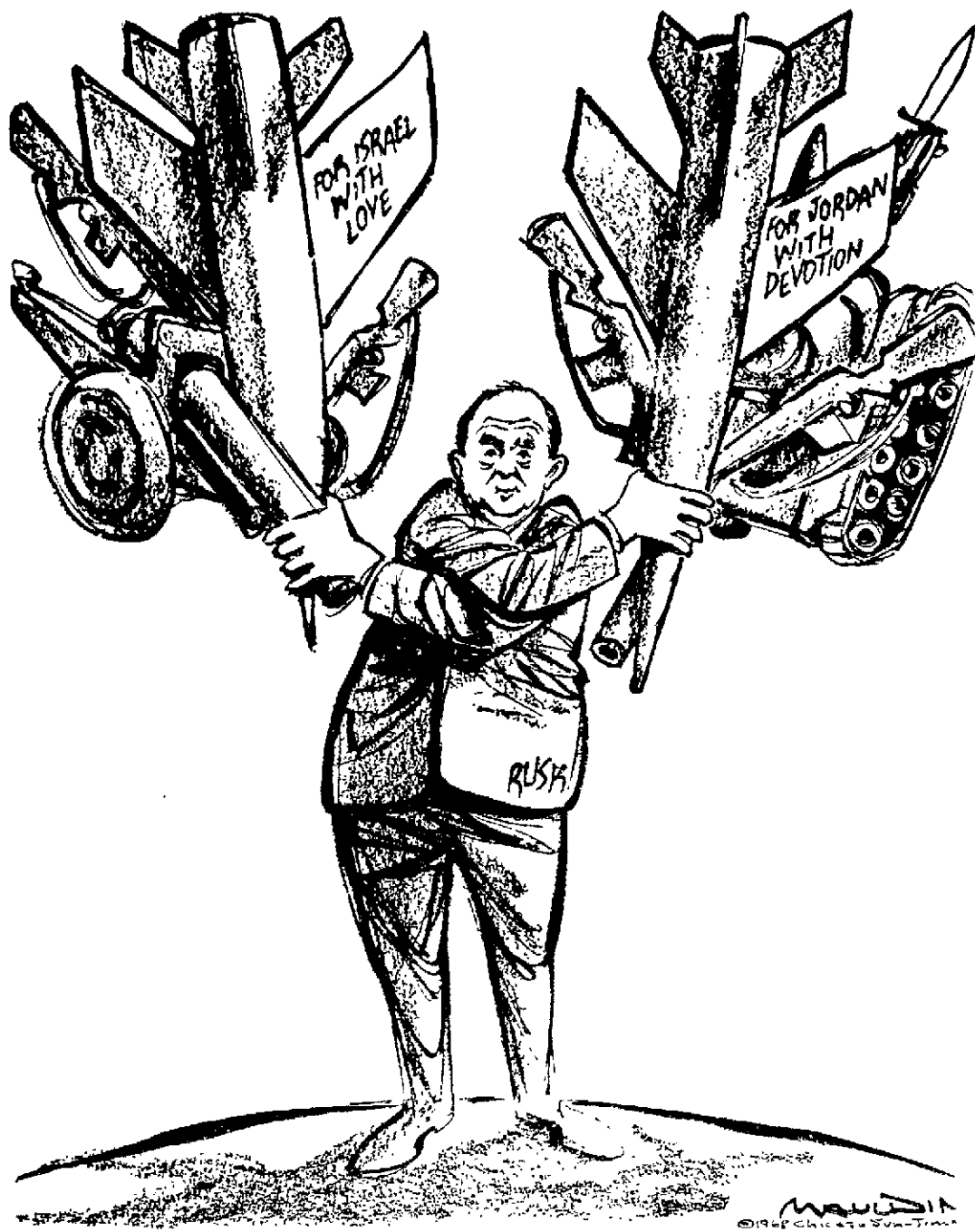
organized allies, when it confronts most major issues of legislative policy.

If it is with some satisfaction, therefore, that we have observed the recent growth in strength, initiative, resources, ideas and evidently membership, of the Wisconsin Wildlife Federation, which maintains a headquarters at Mosinee where Richard Hemp is its executive officer.

The subject is broached here today because the Federation is currently sponsoring a worthy and imaginative campaign for contributions to finance a youth study camp at the state conservation division's education center in Poynette, in southern Wisconsin. The goal is \$140,000. If every conservation-minded person in the state contributed only a dime, the goal would be quickly reached. If every local conservation club donated as little as ten dollars it would be reached. The drive is worthy of statewide backing.

What can we do about this, as they say, if some of our men in Washington had to go over and fight by the sides of the boys, the fighting would soon stop. We can't do much about this, but we can protect them from starting a habit of drinking which could lead to disaster in so many other ways.

So I ask you to reconsider this issue before Wednesday and please don't attempt to have it held up by turning it



'Well, they call it the Middle East, don't they?'

People's Forum

Can't Someone Set the Age When Youth Is Responsible?

Editor, Post-Crescent:

I was just sitting down and reading a pamphlet that our church passes out to the youth, when I came upon an interesting article. So I decided to write a letter expressing my two cents worth.

This article stated that, Why should the youth of Georgia and Kentucky have the right to vote at 18, and the youth of Alaska to vote at 19, and the youth of Hawaii at 20? Who has the power to decide that these youth are more mature than the youth of Wisconsin. Also why should the youth of some states or countries decide at what age, I or any other youth, are old enough to drink liquor, whether it be beer or hard liquor. I am not saying that I have decided that I am mature enough to do these things, but I have decided that the government of this state and of other states, should take a better look at their laws.

At 16, I am told that I can

drive a car, but not drink beer. I, and only I, have control over what you call a lethal weapon. Many lives could be destroyed by me.

At 18, I have graduated from high school. I have either to go to college or a similar branch of higher learning, serve in the armed forces, or get a job. If I go into the services, I am asked to give my life for my country, but yet I cannot get married without my parents signing, buy a car on my own, or vote. I drink beer but not hard liquor. You can get just as drunk on beer as on hard liquor. If I get a job I have to pay taxes. Doesn't this sound ridiculous? I am allowed to do one thing but not another.

I have no solution to this baffling string of conclusions. But I do know what I wish would be done about it. I am not saying which age limit, but I do think that all the above laws should have one set age. The youth of this state

cannot do much but the voters can. I only ask that you, the voter, sit down and consider what I just said and then ask yourself if it is really fair. If the answer is no, then do something about it. Urge that petitions be circulated and ask your congressman to raise or lower the age, whichever you decide. I am certain many of the youth will thank you for making this a better state to live in.

Ron Gagnow

New London

Asks Passage Of Housing Bill By City Council

Editor, Post-Crescent:

I am delighted to read in The Post-Crescent of programs and exchanges taking place in honor of Brotherhood Week. If observance of this week has any meaning, it will not be limited to words, or to brotherhood with our friends and neighbors of long standing in the Fox Valley, ignoring those outside. An act of brotherhood now would be for each of us, individually and with our various church and civic organizations, to take a stand for passage of a comprehensive Fair Housing Ordinance by our City Council.

Dorothea Harvey  
208 N. Park Ave.

Editor's Note

People's Forum letters should be kept as short as possible and, in no case exceed 500 words in length. The editor reserves the right to shorten letters and to delete inflammatory or libelous statements. Letters must be signed and include the address of the sender. A pseudonym may be used, and the writer's signature withheld, if he has a sufficient reason.

Here Is an Invitation to Fair Housing Discussion

Editor, Post-Crescent:

In the earlier days of our country there was a wonderful institution known as the Town Meeting, at which all members came together to hear and discuss the life-giving (or life-denying) issues of the day. It was a stimulating, enlightening and unifying experience. It generated the common understanding necessary to decision.

Today our fragmented, multi-group community is in danger of losing this value. But not entirely — not necessarily. There will be such an "old time" meeting of vital interest to us all, whether we have some understanding of the subject, are ignorant of its meaning, or imagine that we oppose it.

A Public Forum on Fair Housing, sponsored by the Fox Valley Human Rights Council, will feature an excellent speaker, Mr. Clifton H. Lee, the new administrator of the

The Editor's Notebook

Dream of Many Years Comes True as Editor Sails Blue Caribbean

BY JOHN TORINUS

Editor, The Post-Crescent

As you read this I will be loafing on the deck of a sailboat on a week's cruise of some 200 miles in the West Indies, visiting a chain of British and French islands from

Antigua to Martinique. And before you brand me as unpatriotic as well as lucky, let me hasten to explain this is in the western hemisphere.

It's a vacation I have been dreaming of ever since I got hooked on sailing some five years ago. I'm what you might call a latter-day sailor, having first taken up the sport about the time I rounded 50. It all started when my daughters took sailing lessons at camp and started putting on the heat to buy a small sailboat. They don't sail much anymore but now I am a nut.

Terines

Two couples have chartered a 60-foot sloop for the week's cruise. The skipper and the mate are an Australian couple, who'll do all the work. We'll help with the sailing as we wish, but the skipper runs things above deck while his wife gets the meals, mixes the drinks and does the cleaning up below.

From all we have read these are the perfect sailing waters, the waters of the beautiful blue Caribbean. The water temperature varies no more than a degree or so from 80, and the air no more than five degrees from 78. It never rains, and the wind blows each day from the northeast at 15 knots. There are no reefs to worry about, and a multitude of protected harbors.

We chose our itinerary quite carefully after intensively reading Carleton Mitchell's series of articles in *National Geographic*. We decided to pass up both the Bahamas and the Virgin Islands because jet travel has made them readily available as vacation havens. We selected a group of islands in the Leeward and Windward groups because of their interesting historical backgrounds and because they are not yet overrun with tourists.

The Bahamas, the Virgins and the rest of the West Indies chain stretch from the east coast of Florida in a semi-circle all the way to South America. Except for the passage from the Bahamas to the Virgins and then to the Leewards, it's an easy day's sail to the next island, with land always in view.

These are the islands where Columbus made his first landfall in this hemisphere and where he returned on subsequent voyages. And they are rich in the history of the early settling of this continent. They were occupied at various times by the Spanish, Portuguese, French, Danes and British. Now the United States owns those islands in the Virgins we purchased from the Danes, and the others are divided between the British and the French.

The British had so much naval power tied up in these islands while they were fighting the French that many historians attribute the success of our Revolutionary War to this fact. These islands controlled rich sea trade with Mexico and New Orleans and the British at the time prized their control so highly they were unwilling to divert forces to the battle against General Washington on the continent.

Sugar cane and molasses still are a principal product, along with fruits, vegetables and spices, and from the molasses comes the world-renowned West Indies rum. I hope to return with the knowledge which comes only with experience as regards rum punch. But should we become surfeited with this concoction I am assured that the best of French wines are also easy to come by.

And for sturdier fare there are the creatures of the sea which the captain has promised to instruct us in capturing, such as lobster, clams, conch, etc.

We have timed our cruise so as to arrive in Martinique, a French department, on Mardi Gras weekend. And our advance research has promised some rather pleasant entertainment by native steel bands and Creole beauties whom I understand wear bikinis on the beaches.

I have promised Gordon McIntyre that I will hie myself to a typewriter as soon as we debark and confirm whether these visions did come true. If you can stand it to wait a week for that report, I'm sure that I will be able to endure it.

People's Forum

America Needs God, Not Nominal Religious Faith

Editor, Post-Crescent:

I was delighted recently to have read an article written by a Vietnam veteran in opposition to a minister's claim that America is fighting an immoral war in South Vietnam. As incredible as it

seems, when virginity is going out of style at home, while pornography is justified as something "classical," while "In God We Trust" is held in mockery, and while America is in its greatest need of spiritual revival, we find ministers of the Gospel who have apparently forsaken the cross for the dove and the Bible for anti-war critiques.

What many ministers have temporarily disregarded and what many do not realize is that the fundamental issue in Vietnam or any other conflict is not the pros and cons about administration policies or military ethics, but rather, the basic nature of man, a nature portrayed in the Scriptures as one in sore need of salvation. To do something about this nature, America today needs God — not intellectual panels, not sophisticated seminars, not nominal religious faith, not even a new President.

Until America realizes that Christianity in this nation is not an historical legacy from a few prayerful revolutionaries, it will continue to suffer wars, declared or undeclared, moral or immoral, domestic or foreign. Perhaps it will also continue to have ministers who spend more time and energy converting to doves than to Jesus Christ.

Dennis L. Meredith

Mrs. Louis E. Wise  
Fox Valley Human Rights Council

Sophomore,  
Wisconsin State University-Oshkosh



# Internal Problems and Arabs Give Israeli No Peace

## Jobs Decrease, Immigrants Are Ignorant and a Burden

EDITOR'S NOTE—The Middle East still is a flashpoint. Fighting still flares on cease-fire lines and in the Arab territory Israel occupies since the war of June, 1967. What is the mood of these people, who have never known peace for 20 years? AP newsman Ed Blanche, in Israel since the war, reports on the Israelis and the Arabs they now rule.

RY ED BLANCHE  
Associated Press Writer  
TEL AVIV, Israel (AP) — "Peace?" the young conscript asked. "What's that?"

Trying to tell him is like trying to describe color to a blind man.

This nation was forged in a war of no-quarter 20 years ago and has known no peace since. A whole generation has grown up with a gun in its hand. Peace is just a dim memory to the older ones.

"Sometimes," says Ulla Nahmani, 45, who fled the Nazi holocaust in Germany, "I wonder if we will ever find peace; real peace without that spasm of fear when you wake up in the morning that leaves part of you afraid all the time."

Few Israelis think so. They wait reluctantly for what they feel is, after all, inevitable—the "fourth round" in their bitter blood feud with the Arabs.

### Sirens Still Wail

Air raid sirens still wail over the cities in practice alerts. Communal farmers in the verdant Hula Valley, where Syrian guns along the Golan Heights once played a deadly game of cat-and-mouse with them, still keep food stocks and blankets in their grass-covered bunkers.

Some cautious householders still live behind sandbagged doors and windows crisscrossed with peeling antislitter tape, despite official approval to remove it.

"It's just that you never know with the Arabs," said a Tel Aviv housewife, who has lived through three wars with the Arabs. "Why take chances?"

Some Israelis speak cynically of what they want and what they have not: "Israel only wants peace—a piece of Jordan, a piece of Syria and a piece of Egypt."

They have the pieces—but no peace.

Their leaders ram home the theme that the Arabs are rearming and uniting and are still spoiling for a fight. One-eyed Moshe Dayan, the defense minister, warns: "An attack is possible from Egypt within six months."

And yet, everywhere, there is chaotic normality. The Or-

thodox Jews howl in outrage when a show is staged on the Sabbath. Port workers strike and drivers of the two major bus cooperatives threaten to unless fares are hiked to make up for losses incurred carrying the nation to war without charge last June. The people grumble again about low wages and high prices.

The problem-plagued government seems to be on a losing streak. With the economy still feeling the twinges of a severe prewar recession, it has to keep taxes high.

### Avid Radio Listeners

Israelis, every one an avid radio newscast listener, crack sardonically in the announcer's clipped style: "A hand grenade exploded at a government meeting today. Everyone was killed. There were no losses."

They flock to the movies, any movie. Blood-and-guts war epics are sellouts. Young men, many just out of the army, queue up to see "The Dirty Dozen."

Yet two home made feature productions on the June war flopped dismally. "Beating the hell out of the Arabs I can do for myself," said the movie fan with no illusions. "I don't have to pay good money to see someone play at doing it."

Walk down tree-lined Dizengoff Street, Tel Aviv's main street, and you wouldn't think the Israelis had a care in the world. Here the intelligentsia and theater types gather every morning in the coffee shops and cafes which dot the boulevard. Push through the crowd in "The California," run by "peace pilot" Abie Nathan, breathless with gushy gossip and in-crowd chat and you find what it's all about: a huge blowup of Nasser—wearing a Dayan eyepatch.

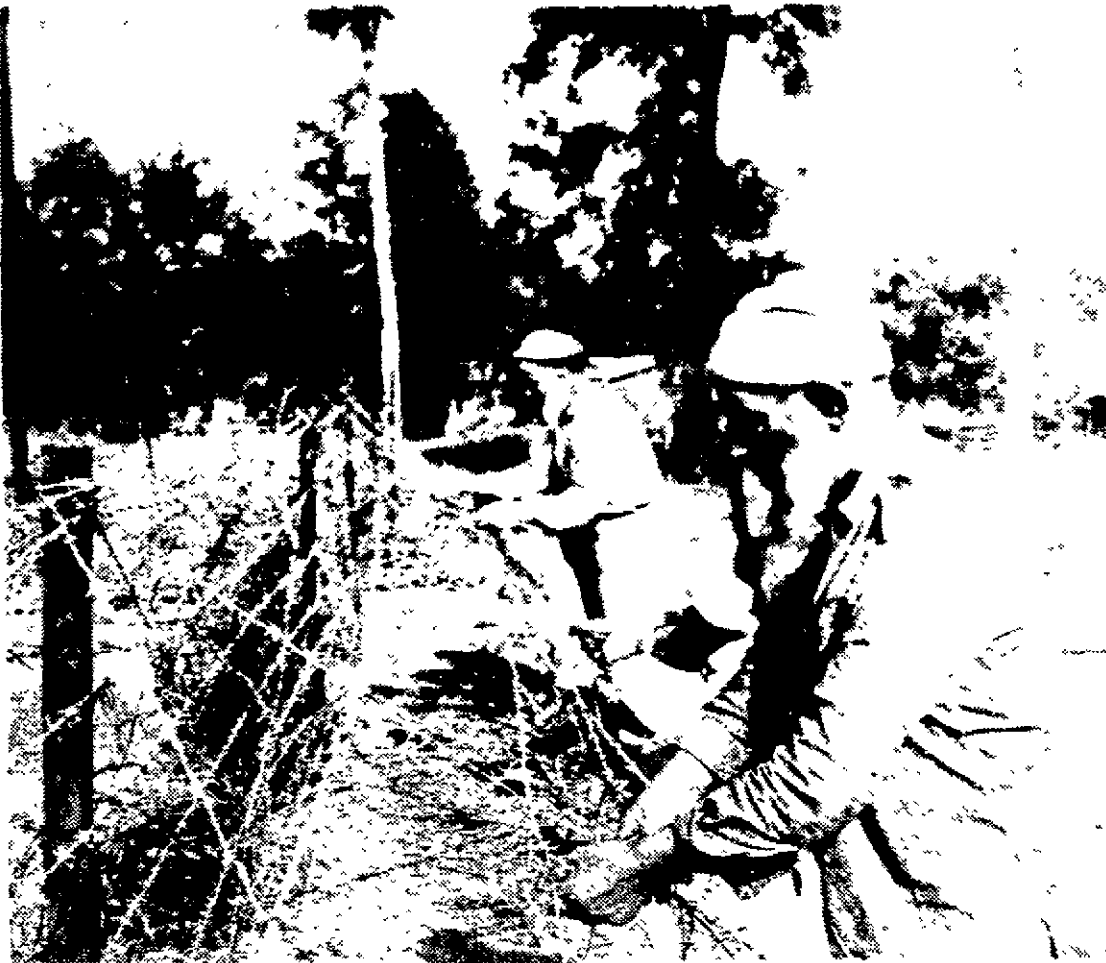
The Israelis are still sitting on a powderkeg, but they've lived on it so long it is almost part of their daily life. Their bravado is not all bluff.

The lingering crisis with the Arabs, a running sore which has tested the country's strength for 20 years, dominates daily life. There are too many reminders.

But there are other problems.

"The promise of the Promised Land has soured," said an Economic Ministry adviser. "We've got more people leaving than are coming in. Until we can check that, we've got trouble."

It's not the Arabs who are frightening them off. The country's economic woes are beginning to depress even the staunchest patriots, who have borne some of the highest taxation in the world with a



Though the Israelis won large sections of territory during the June, 1967, conflict, they still cannot look forward to peace. Bordering Arab nations who are receiving new arms and supplies necessitate a continuation of readiness and preparation throughout the small

country. Here, at kibbutz Tirat Zvi, in Northern Israel's Beisan Valley, volunteers string barbed wire as a precaution against potential attack from terrorizing Arab sabotage raiders. (AP Newsfeatures Photo)

kind of long-suffering economic Dunkirk spirit.

The average wage is 900 Israeli pounds—\$205.60—a month. Ten per cent of that is lopped off by the government under a compulsory defense loan imposed in June.

"Those few pounds make the difference between just getting by and enjoying life," commented grocery store owner Haim Menon, 53. "I've got three children to put through school and the last six months have been just a little tight."

But the Israelis still give. Even the kids. Schoolchildren hand over their pocket money every week to raise \$71,800 to buy the air force another helicopter.

Unemployment, which sparked violent demonstrations a few months before the war when it loomed dangerously high at a record 145,000 jobless or relief aid cases, has been checked.

But 28,000 men still are unemployed and another 100,000, mostly unskilled and semiliterate North African and Yemeni Jews, receive welfare assistance.

These are the immigrants from Tunisia, Morocco, Libya and Algeria, people Israel pledged itself to take in despite their illiteracy, huge families and lack of skills. They came under "the law of return," one of the first items of legislation in the law books

in 1948, giving all Jewish immigrants Israeli citizenship. "They are a social burden, sure, but where else can they go?" asked Robert Gamzev, a one-time Denver, Colo., newsman, now an official with the Jewish Agency, Israel's immigrant organization.

"There is nothing we can do for them but give them a home and work when it's available. We're pinning our hopes on their kids. They're the ones who'll contribute."

Beit Shemesh is an immigrants' town in the Judean Mountains running down the spine of old Palestine. The air is clear and sweet. Jerusalem, "the Golden City", shimmers precariously on a mountain top 10 miles away.

Benjamin Sharvit, 25, and his father make \$300 a month between them. They support a clan of 12. Most of the smaller kids are shoeless.

"It would take about \$275 a year to keep them shod," said Benjamin, who came to Israel 13 years ago from Morocco under a Jewish Agency program. "That's about as much as we earn in a month. So the kids go without."

### Has No Trade

Sharvit is a skilled welder at the town's bicycle factory. He wants to get married, but if he left, his father could never support the family on his janitor's money.

country. We're a big family. We're too busy with the Arabs to worry about crime."

The immigrant families in Tel Aviv concentrate in the city's "West Side" neighborhood, ironically named Sechnat Hativva—"Place of Hope." It's been the scene of Israel's rare race riots. Social workers have just about given up there. Hooliganism is rife and every once in a while a bus is stoned.

The main vice is hashish. The narcotics squad claims to have stamped out organized dope gangs, but many people still manage to get hold of hashish. They call it "kef", the good feeling.

### Restless, Impatient

From Qiryat Shmona in the far north, snuggled below Mt. Hermon, to the Gulf of Aqaba port of Eilat, Israel is restless and impatient:

—With the government, a coalition put together at the time of the June war which will probably hang together until next year's elections.

—With the Orthodox Jews, who demand strict observance of the Sabbath and hysterically stone anyone they find violating it.

—With the Arabs, "who're dead but won't lie down."

—And with themselves.

The mood of elation which soared with their brilliant victory in June has evaporated as they find their everyday worries hang on like a bad dream.

The Sabras, the Israeli-born Jews, blame the older generation of refugees and immigrants from the ghettos and concentration camps of Europe. Patriotism, they say, has been stretched too far. Now they openly rebel against them.

"It's so hard to get them moving," said Ela Zohar, a pert free-lance photographer.

"They're strangling the country with red tape. They're caught in a morass of bureaucracy. People are discontented with (Prime Minister Levi) Eshkol and his clique."

"They're small-businessmen running a country. We need a strong man to pull the country by the neck out of the mess we're in. Dayan, maybe. He's irresponsible, but he's the only man around just now who can do it."

Dayan leads the attacks against the "Yekka," the derogatory name for the European Jews.

The June war was won by Sabras, from Dayan and ex-Chief of Staff Yitzhak Rabin, recently appointed ambassador to the United States, on down to the foot soldier and flier, nearly every one a product of Israel's modern society. It was the Sabras' moment of truth. They defended the land where they were born—not their immigrant fathers.

"The rabbis said we won through Divine intervention," said Lt. Yisrael, a jet pilot

who flew in Sinai. "But we know it was just an ordinary miracle."

The war had a profound effect on Israelis. They appear not to have been prepared for such a sweeping victory or their emergence as a sort of Middle East superpower with the perplexing problem of occupation.

As to their feeling toward the Big Powers, they hold French President de Gaulle in contempt for "stabbing us in the back;" they distrust the United Nations because it pulled out of the Gaza Strip and left Israel exposed to Egyptian divisions in Sinai; newspapers regularly denounce the Soviet Union as "the gravest threat against Israel," while the motives of President Johnson and British Prime Minister Harold Wilson are seriously questioned.

Daniel Nahmani, 48, burly labor executive, has a wife, Ulla, a soldier son and a daughter, 10. "I don't want another war," he said. "It's a waste of time and money and good lives, on both sides. But it depends on Russia. If it stops pouring guns and tanks into Egypt and Syria and propping them up, the Arabs will have no alternative but to talk."

"We don't want another war. But, by God, we'll fight if we have to! And next time, mind, it'll be Cairo, Damascus and Amman. But Washington and Moscow must keep out of the whole affair. The sooner they do, the sooner the Arabs will realize they have no alternative but to talk."

Some Arabs in the zones now occupied by Israel feel the same way. The elders of Abu-dis village, near Jerusalem, listened in impassive silence as Abdul Hayid Ayaad, a landowner, said in halting English:

"We Palestinians are now caught between two huge powers, the United States and Russia. The U.S. backs Israel, so the Arabs have to have the Russians behind them. If both these powers let the Middle East alone in peace it would be best for everyone."

### Washington Has Key

"If the big powers wanted a solution for peace it could easily be reached. I say Washington holds the key. If it left, I'm sure the Russians would do the same."

Many Arabs distrust Moscow, but say they have no choice but to seek its aid.

Israel's Arabs are pessimistic about a quick solution, with or without Big Power intervention.

The question which splits the country right down the middle is Israel's "empire"—the huge chunk of Arab territory it conquered. What do they do with it?

Some say keep it, explaining that Israel's only hope of ever getting through to the Arabs

that they can live in peace with the Jews is to bring about a "tremendous social and economic revolution in these areas so that in maybe a generation's time they'll be able to sit down and talk on the same level."

Other Israelis agree they should hold the conquered land—but for different reasons. The various annexationist groups cite historical rights of ownership based on the fact Jews were there 2,000 years ago, especially in the west bank of Jordan, the region most of them want to keep.

Others say it is militarily reasonable to stay on the Jordan River, the limit of the Israeli advance into Jordan, because it's a natural border easier to defend than the prewar bulge which jutted dangerously into Israel.

But Hanan Porat, 22, leader of the group of settlers who moved back to the old Jewish settlement of Kfar Etzion in the west bank, was in no doubt.

"I'm staying," he said. "Even if they give it all back to Jordan. I was born here before 1948 and it's taken me 20 years to get home. I'll never leave again."

The Arabs in the conquered areas don't really have a say. They are reluctant to talk about what they feel. "If I said what I think, the Israelis would throw me in jail," said one villager in the windy Judean Mountains. "If I said what they'd like me to say, I'd end up in jail when (Jordan's King) Hussein returns."

### Strong Feeling

Some are not so reticent. Like Anwar Nusseibeh, a former Jordanian ambassador to London and brother of a Cabinet minister in Amman.

"The Arabs, especially in East Jerusalem, have never accepted the annexation of the city. It is special for them. This feeling is probably stronger now," he said.

"At first they were against the Israelis because they didn't know them. Now it's because they do. The Israelis seem determined to have us second-class citizens in their society. If we don't have the benefits, why should we have to bear the burdens?"

There is little sign of unrest in the occupied west bank, but most Arabs want no part of Israel.

Said Hamdi Ca'anani, mayor of Nablus:

"I'm sure the Israelis are here to stay. We will have to live with that, too. But you should see the venomous hatred for them in the eyes of our people."

The Israelis, while they may squabble and fly away to quieter places, when the chips are down they come home and pitch in together. "This is home," they all say. "Where else can we go?"

## People's Forum

# Observation on 18 As Beer Drinking Age

Editor, Post-Crescent:

The newspapers report that Gov Knowles was disappointed because his so-called safety program did not go through and blames beer interests for its defeat.

Well, it was either him or me. I would have been disappointed if his program was not defeated because of people interests. He makes no mention of the many people who wrote in against his program. I understand the legislators got bushel baskets full of letters each day for and against this program, so it was not only beer interest at stake.

It is my belief that folks young and old alike will drink anytime they have a mind to, but I am in favor of having this drinking out in the open so it can be supervised. As for so-called "beer islands" being formed, this could be cured by all taverns being open to anyone 18 years of age and over or by cancelling the local option to raise the legal age to anything but 18.

I agree with Gov Knowles that drunken driving is a serious traffic hazard and I think stiffer penalties should be given. Since many people seem to have more money than they know what to do with and don't mind paying a fine, I suggest that when a person's license is suspended for drunken driving his drinking privileges also be taken away. He or she would not be allowed in a bar until their license is returned. This, I think, would be more effective than the fine itself.

As for the rate of accidents these young folks cause, I think drinking does give them more nerve, daring, and miscalculation, thereby contributing to more accidents, but according to the so called

statistics I've read, the 16 to 20 age group have less accidents per miles driven than the 20 to 24 age group. It has also been stated that service men are responsible for twice as many accidents as civilians per miles traveled.

Now, could you stop all of these people from drinking? I think our answer is not in trying to keep people off the roads, but getting a local road program so these roads are safe for these people to travel.

It seems to me that most accidents that have resulted in deaths in our locale have been because of narrow bridges, steep road banks along narrow roads, and trees close to or in these right-of-ways.

I think if a referendum to close teen-age bars comes up as Gov. Knowles suggests folks should get out and give it such a beating that politicians won't dare to bring it up again for a long, long time. As it is now, people are afraid to invest in any kind of entertainment for this age group because this issue is brought up month after month and year after year. If it were settled once and for all, better places of entertainment would spring up overnight and legislators would spend their time and your money on more beneficial things like good safe roads.

I understand this teen-age bar issue will be brought up

again and one of the reasons they say some people want only 21-bars is that some localities raise the age to 21 of their own free will. I would suggest you check with your local governing body and have it voted on so that teen-age bars are allowed. They will probably tell you of the trouble and expense to the locality, so let them go to the next town. But, wouldn't you yell if because of that local ruling you and your son or daughter could not get an ID card until he or she was 21 because of living in that particular locality?

You say it doesn't matter what you say or do, but these legislators will be listening for your comments and to see what you think of their action. You may be for or against, but do something. Let's get this settled once and for all. Remember you may be on the right track but you'll get run over if you just stand there.

John Vanden Eng  
Rt. 1 Seymour

## Johnson Threw Away Promises About Vietnam

Editor, Post-Crescent:

As co-chairman of the Mr. Carthy for President Committee of Outagamie County, a "Concerned" Democrat and with the widening of the credibility gap between the voters and the White House, I believe the President's campaign in 1964 as a dove was a fraud. After the mandate to get out of Vietnam, he threw his campaign promises in the ash can and proceeded to outdo Goldwater. May God Help Us.

Lester A. Balliet  
Appleton

## People's Forum

# Greater Love Is Needed By Mankind

Editor, Post-Crescent:

The morale of the world is considerably lessening as each day passes, and the blame for this lies only upon the shoulders of men. If more of the Christians in the world would realize what is taking place around them and throughout this little planet of ours, I feel quite confident to say the unity of men could be brought forth and somewhat justified.

"Love is the easiest thing to give and the greatest of all gifts." This has been written by O. J. Rankin. I must say that I agree with him completely, and am sure any self-disciplined, and some what educated Christian man or woman must also agree.

Why is it so hard for people to love each other? Why is there so much hate and greed? There is but one answer for this, "lack of communication amongst fellow man." We who realize and understand this problem, must do whatever we can to help preserve mankind, and save them from the horrible fate which is awaiting us if we neglect what is happening.

A person who has hate and greed does not understand and is ignorant, we the people who understand this are just as guilty if we do not do much as attempt to teach the people who do not understand to understand.

We were put on this earth to love and serve God, to use our talents and abilities to the best of our knowledge, to love thy neighbor as thyself for the love of God. The life of man is so minute in relationship with eternity that if we cannot alternate the world's burdening crisis we may never share eternal happiness with God.

Babies often do things they shouldn't because they have no

knowledge of what is right or wrong, therefore we must have patience and faith in ourselves so that we will be able to train them and bring them up as good Christians.

Why is it that we don't abide by this example, and bring forth a greater communication and love for mankind? Only when our half of the job is completed will the ignorant man take notice and thus perhaps change his life and give himself a chance to share eternal happiness in this never ending eternity.

David A. Meyer  
2313 S. Fountain Ave.  
Appleton, Wisconsin

## Says Republican Votes Costing Farmers Millions

Editor, Post-Crescent:

A short time ago freshman congressman Wm. Steiger spoke to a group of farmers in Sheboygan county criticizing the Democratic farm program and it was calculated to prove that the Republican party is the true friend of the farmer.

I challenge these remarks because the record as well as all history shows without question that exactly the opposite is true. During the Benson years of 1953 to 1960, net farm income dropped \$2.4 billion while surplus grains piled up into small mountains.

In sharp contrast, net farm income during Democratic administrations increased by 2.8 billion from 1960 to 1967.

I do not contend that our present farm programs are perfect, they are not. They do need strengthening and improvement, but they are working and must be extended.

Just a few months ago Congressman Purcell of Texas introduced a bill which if passed would have given the secretary of agriculture the authority to adjust annual grain supplies more closely to market demand in those years we have bumper crops. Such as corn this year. If this bill had not been killed by Republican votes in sub committee,

## People's Forum

# Here Are the Facts About Communism

Editor, Post-Crescent:

It simply is not understandable why the one totalitarian government that from its very beginning had one ambition, which was to an unswerving drive for a one Communist world, is not more factually investigated.

In 1917 a handful of Bolsheviks under Vladimir Ilyich Lenin and Leon Trotsky seized control of the Russian state from the democratic Provisional Government set up about eight months earlier. Fifty years later Communist influence has penetrated into every government or state in the entire world. Communism disoriented the minds of men, contributing to a world-wide erosion of traditional ethical and intellectual standards. Communist judicial justice is a travesty, where the accused is, by being accused, proof enough of guilt. No one is exempt from testifying against himself. Executions are performed at the slightest excuse and no victim is ever returned to the family for burial. In every major crisis anywhere, territorial and ideological gains are involved. The violent tides of anti-American, anti-Western demonstrations, riots, arson and looting are almost always Communist-instigated. Communist-led or, at the very least exploited by the Communists.

The appalling butchery by the Kremlin "leaders" was devised by Lenin under the first terror machine, the Cheka,

it would have raised the price of grain 10 cents a bushel and added as much as 500 million in income for farmers from their 1967 crops. I think it's time we farmers start looking at the record.

Disgusted Republican  
Ben Janke  
Route 1, Fond du Lac

headed by sadist Felix Dzierzhinski and is still a terror machine, under a different name, (NKVD) used not for the protection of the people but for the protection of the hierarchy from the people.

Depravity, falsification, lies, torture, mass homicide, universal spying, man-made famine, genocide, treachery, prisons and death, every thing goes if the existence of the state is threatened. These Communist virtues have replaced the memory of decency and love. Communism thrives on HATE.

Communist experimentations have placed man on the level of guinea pigs, in the name of humanity they have cheapened and insulted human life and they have "scientifically" sacrificed living generations for generations yet unborn for problematical happiness in some distant "Utopia."

Communism has contributed absolutely nothing towards the progress of man in any field. What Russian leaders cannot purchase from the west they steal Russian living standards are today equal to the living conditions of the working class in America in the middle thirties, not as the fabricated TV specials falsely portray them.

For instance every American has probably seen pictures of the Kremlin at some time. What is never shown or seen by western "tourists" is the fact that in less than two blocks from the Kremlin, towards the east, slums exist that make American ghettos look like palaces.

American people need realistic facts of the blight of communism where they look at communism for what it is with their eyes wide open.

John Schuhart  
1313 Punhqua St.  
Oshkosh, Wis.





# The Lowest WANT AD Rates ... Ever

in the

**BARGAIN POST**

... the new  
Post-Crescent  
family Want Ad  
column for any  
item or group of  
items "For Sale"  
priced at \$50  
or less

**3 LINES 5 DAYS \$2**

**ANY DAY OF THE WEEK . . .** *That's Less Than 14c Per Line*

BARGAIN POST  
WANT ADS  
RESTRICTED TO  
NON-COMMERCIAL  
ADVERTISERS  
ONLY

To place your  
Bargain Post  
Want Ad, Use  
This Handy Form  
or Phone  
Appleton 733-4411

In Neenah-Menasha  
Phone 722-4243

ASK FOR  
CLASSIFIED ADVERTISING

Daily  
Sunday

**Post-Crescent**

## BARGAIN POST ORDER FORM

**3 LINES 5 DAYS \$2**

Each Additional Line Charged at 50c Per Line

The Family Want-Ad Column for any item or group of "For Sale" items priced at \$50.00 or less.

Publish my ad as follows:

Starting date \_\_\_\_\_ Cash \_\_\_\_\_ Charge \_\_\_\_\_

Name \_\_\_\_\_ Address \_\_\_\_\_

Count an average of 22 letters or spaces per line. Name, address and phone number if included in ad, should be counted as words.

Payment is due within 7 days or regular rate will apply — No refunds — Price must appear in all ads.

PRINT AD BELOW

Mail to Want-Ad Department  
THE POST-CRESCENT, Appleton, Wis. 54911

# Students Give Their Views on Drinking

CONTINUED FROM PAGE 1  
ity to "try beer" and over-  
come a restriction placed  
upon them.

but I don't want to do it again  
illegally."



Porter

On illegal drinking, Appleton West senior Bill Porter, 18, 324 E. Lindbergh St., Appleton, had no question in his mind: "Drinking is a waste of time for the high school student; there are too many other activities for him to be doing."

Mike Karras, 20, 615 E. Lindbergh St., Appleton, is an Appleton East senior who returned for a refresher course after a stint in the U.S. Air Force. He warned that unchaperoned high school drinking can be dangerous "because of a lack of judgment."



Karras

Karras, who received his diploma and 30 college credits in the service and plans to attend the University of Wisconsin next fall, said he felt this uncontrolled use of alcohol could be "particularly serious at a co-ed type party, when morals and restraints may become relaxed."



Werner

Werner, 17, 602 E. Coolidge Ave., Appleton, said he works 35 to 40 hours a week in a service station and saw no wrong in stopping for a "beer or two after a day's work."

"It's these 13- and 14-year-olds who end up getting picked up (by the police) that run it for the others," he said.

Sixteen-year-old Xavier junior Richard Koller, 116 N. Green Bay Road, Appleton, based his attitude toward illegal drinking on a personal experience: "I've done it once and I'm glad I did it once;



Koller

He added: "It seems there's a time and place for everything, and the people who know a little more about it than us have set up this time and place (18-year-old minimum age)."

Xavier junior Susan Bonner, 17, 106 River Drive, Appleton, spoke specifically on the embarrassment an arrest for illegal drinking could cause.

## Girl's Problems

"Look at the problems and embarrassment a girl could cause her mother by being picked up for being drunk," she said.

Fox Valley Lutheran senior George Kirk, 17, 235 S. James St., Kimberly, observed: "It's wrong; that's for sure. But the crowd does it, so I guess it's just the idea of going out and drinking a lot."

"But why should that really be fun," he added.



Dillon

When asked about drinking in the home atmosphere under parental guidance, Appleton West senior Ade Dillon, 18, 342 E. Pershing St., Appleton, commented: "I think it's okay because a person should learn to drink, if he wants to. It's better than suddenly being 18 and having to cope with the effects of alcohol."

Gary Werner felt that drinking with parents "takes off the rebellious feeling to go out and drink (at wild unchaperoned parties)."

## Social Graces

"I recommend it," said Appleton East sophomore Chris Skarda, 15, 2409 E. Forest St., Appleton, "because it's a way of being introduced to the social graces."



Skarda

Dan Brooks, 17-year-old Ap-

pleton East junior, 611 N. Union St., Appleton, felt there was nothing wrong with drinking at home "as long as you don't get stoned."

Xavier's Mike Beaudoin, 809 S. Christine St., Appleton, called drinking with parents the "best way to start."

"You learn how much you can take," the 17-year-old added. "It's a good environment to drink in because it brings out the fact that your parents trust you."

An Xavier senior, Kathy Hughes, 18, 2417 N. Meade St., Appleton, recounted her days as a minor. "I did it (occasional drinking at home) myself," she said, adding that drinking with parents eliminates the dangerous immature habit of showing off.

## Learn At Home

"I've done this," said Fox Valley Lutheran junior John Johnson, 16, 404 E. 17th St., Kaukauna, commenting on drinking at home. "I think it's better to learn at home what liquor is."



Zimmer

Michelle Zimmer, 17-year-old Appleton West senior who lives at 1007 W. Lindbergh St., was one of two students opposed to an 18-year-old minimum beer drinking age. Most strongly opposed of the two, she said: "Persons 21 more likely have found themselves and know themselves better. They're more apt to know if they want to pursue a course in social drinking."

Another Appleton West student, Joan Kline, 17-year-old junior, 1930 N. Alvin St., Appleton, disagreed. She said, "I don't think it should be raised above 18. There's so much illegal drinking now, and that would just increase it."

## Twice As Far

"If it were raised, students would just go twice as far to get it and drink twice as much, and increase the chance for an accident or other problems," she said.

Chris Skarda, when asked if she would like to see minimum beer age change, said, "No, it would just drive students from 18-year-old bars (to unchaperoned parties), which are at least supervised."

Appleton East junior Londa Behnke, 16, 229 E. McKinley St., Appleton, had her own reason for keeping the age at 18: "I think it provides a step

up to hard liquor (available at age 21)."

Mike Beaudoin explained his attitude about the question: "I'm looking forward to next week (When he will be 18)."

"But my brother waited (until 21) when we lived in Detroit, and I could (wait to drink beer at 21) if I had to," he added.

## Learn Hard Way

Mike Karras, commenting on the value of parental and teacher advice concerning the ills of drinking, concluded: "A lot of kids just have to try it (excessive drinking) out; the only way they learn is the hard way."

"I look back at when I tried it, and I have to laugh," he said. "Beer isn't really that great."

Fox Valley Lutheran senior classmates Sue Selnow, 18, 1075 Oak St., Neenah, and Judy Ullrich, also 18, 2940 N. Oneida St., Appleton, both said their religion classes included Bible discussions on the importance of moderation in drinking, as well as in other activities.



Ullrich

"We, as Christians, know that it is a sin to go to excess, such as drunkenness," Sue Selnow said.

Her classmate added: "My parents leave it up to me. They only remind me that a girl loses her femininity when she becomes stumbling and drunken."

## Concept Faulty

The solicited response of the Appleton PTA Council's executive board indicates on the question of changing the minimum beer age, that it feels the concept of "if he's old enough to fight, he should be able to drink" is faulty.

"What should be remembered in this case is that the maturity level is tested and proven before a boy can be drafted and eventually fight for his country or drive a car," the group's written statement says.

The statement continued "the age should be well out of the reach of the high schooler."

On parental or teacher advice, the board agrees the "glamour of drinking intoxicants overshadows the education or warnings of their hazards, due to the increased advertising through our newspapers, television and radio."

George C. Miotke, Appleton, is president of the council, which is an advisory group to the local PTA units

# Four Schools Okay Teacher Pay Terms

CONTINUED FROM PAGE 1

salary while the top master step, 14 years experience, calls for \$10,949.

Bargaining in the Fond du Lac district moved along peacefully and was completed in three months last fall. Teachers' contracts call for expanded salaries.

## Eight Categories

The new contract provides eight educational categories compared with four before. The old contract's bachelors degree study at the school.

The new schedule provides a bachelor base of \$6,000; bachelor plus 6: \$6,120; bachelor plus 12: \$6,240; bachelor plus 18: \$6,360; bachelor plus 24: \$6,480; masters, \$6,720; masters plus 6: \$6,840, and masters plus 12: \$6,960.

An improved pay schedule at Kaukauna was achieved in two months. The base pay for teachers with bachelor degrees and no experience was raised from \$5,500 to \$6,100; bachelor plus 15, from \$5,772 to \$6,344; masters, \$5,994 to \$6,588, and masters plus 18, \$6,216 to \$6,832.

On March 4, bargaining will begin between the Winneconne teachers and the board of education. The present contract calls for a \$5,400 bachelor degree base and a \$5,800 masters degree base. These salaries may be influenced by increases already negotiated in the surrounding district.

## Waupaca Proposals

At Waupaca, the bargaining just began and teachers have entered with a proposal for a \$6,200 bachelor degree base and \$6,600 masters base. Present salary bases are \$5,500 and \$5,900, respectively.

New London will be bargaining from a salary schedule which pays \$5,400 as the bachelors degree base and \$5,800, masters base. Supt. H. J. Ramsdell reported the proposals of the school board and teachers are fairly close.

Negotiating teams at Kimberly began bargaining in November, and Supt. Ray Hamann said, "Things are moving along."

This is the first year Kimberly teachers and the school board have bargained a full contract. Base rates under the school board have bargained a full

# Committee Couldn't Agree State Forestry School May Spark CCHE Battle

Post-Crescent Madison Bureau

MADISON — The forestry needs of Wisconsin necessitate the creation of an undergraduate forestry major at Wisconsin State University-Stevens Point, the state Coordinating Council for Higher Education after an advisory committee, (CCHE) has been told.

The message was delivered by the Board of Regents of State and Universities, which Friday renewed its call for the creation of the controversial field of forestry at the school.

The action was taken to reinforce the state system's arguments, which will confront the CCHE at a decisive meeting.

Menasha teachers, who have the only collective bargaining in the area through AFL-CIO Local 1166, an affiliate of the Wisconsin Federation of Teachers, have been negotiating since last September.

None of the teachers' demands have been disclosed. Proposals are considered, and they apparently will seek improvement of a salary schedule which has a bachelors degree base of \$5,500 and a masters base of \$5,950.

on March 14, which is expected to cap the fight of several years standing.

A CCHE member has recommended that the Stevens Point request be turned down, after an advisory committee, appointed to investigate requests made for the state school vital to Wisconsin and that the University of Wisconsin in Madison for associated workers within Wisconsin.

Students can be attracted on a cooperative basis with graduate programs and extension courses offered by the UW in Madison.

That report is undergoing modification and will also be presented to that March CCHE meeting.

The regents, in a report prepared by the state universities headquarters office staff, were told that:

—The program would be a part of the long-range development.

ment plan of WSU-Stevens Point.

—That the students desiring to major in forestry are already on the campus, in other natural resource fields.

Can Be Employed —That forestry graduates can be employed following graduation.

—That existing staff and facilities are adequate for the undergraduate program.

—That Wisconsin students in the future will have increasing difficulty gaining admittance to schools of forestry in other states.

—That the forestry industry is vital to Wisconsin and that a school should be available for its workers within Wisconsin.

—Students can be attracted on a cooperative basis with graduate programs and extension courses offered by the UW in Madison.

—That the environment at Stevens Point is suitable for a forestry school.

—And that cooperative programs with the UW could be expanded to include the use of a summer camps and other facilities.

**DRY**

**Fireplace and**

**Furnace**

**Knock**

**LUMBER**

**COMPANY**

311 N. Linwood Ave. — Ph. 3-4483

**Wood**

**BOB LONG'S PIZZA HUT**

**DOLLAR DAY WEEK!**

Sunday, Feb. 25th Thru Sunday, March 3rd

REDEEM THIS COUPON ALL WEEK!

PIZZA HUT UNRESERVED NOTE

**BOB LONG'S PIZZA HUT**

3215 W. College Ave., Appleton

Redeemable With the Purchase of Any LARGE-SIZE PIZZA

Limit 1 Pizza Hut Dollar Per Family

ONE PIZZA HUT BUCK

**WAREHOUSE GROUPING SALE**

**#1 SOFA & CHAIR for \$189**

Your Choice of Beautiful Tweed Nylon Coverings

AND ONLY \$20.00 ADDITIONAL YOU GET A **COMPLETE BEDROOM SET**

Including Double Dresser, Chest, Mirror — Bookcase Headboard

**#2 SOFA & CHAIR for \$169**

In Choice of Coverings

AND ONLY \$20.00 ADDITIONAL YOU GET A **BEAUTIFUL RECLINER**

In Nylon Fabric — Valued at \$99.00

**#3 3 COMPLETE ROOMS \$288 OF FURNITURE**

Includes Sofa & Chair — 2 Walnut Step Tables — 1 Walnut Cocktail Table — 2 Decorator Lamps — 5-Piece Dinette with Table & 4 Chairs — Bedroom Set with Double Dresser, Chest, Mirror and Bookcase Headboard.

**ALSO AT FANTASTIC SAVINGS:**

Mattresses & Box Springs (AT HALF PRICE) — Sofa Beds & Hide-A-Beds — Recliners — Swivel Rockers — Step Tables — Cocktail Tables — Pole Lamps — Tree Lamp & Table Lamps . . . Everything for your home! NOW IS YOUR TIME TO REALLY SAVE!

**YES! We Even Have PAINT at \$2.29 Gal. (\$5.99 Value)!!!**

**FREIGHT SALES**

**507 W. Johnston St. — Downtown Appleton**

Across from Water Tower Warehouse in Alley Behind College Ave. Ph. 739-2331

Mon.-Fri. 9 to 9; Sat. 'til 3; Other Nites 'til 7 p.m.

# Usual and Unusual Items Held By Police in Property Rooms

CONTINUED FROM PAGE 1  
need? The Appleton Police Department has nearly every article of clothing — even a bikini — in all colors, fashions, and sizes, for men, women, and children.

There is a pair of sweat sox and a pair of size 12 hunting boots. There are pajamas, suits, and coats, including a black, leather jacket left behind by a motorcycle gang member.

There's even a motorcycle, but it's completely disassembled. There's a motorcycle helmet — stolen from the police department traffic bureau office and recovered by detectives.

Most of the clothing was recovered from shoplifters and will eventually be returned to owners.

So will the many transistor radios, flashlights, cigarettes, watches, lighters, pens, and cameras. For the cameras, police hold a big supply of flash bulbs and cubes.

Unlimited Variety The property rooms are "hardware stores." Name the tool and you'll find it in one of the rooms. There are pry bars, tire irons, hammers, and screw drivers — taken from unsuccessful burglars. There's a safe door — left behind by a successful burglar.

There are portable record players — and records. There is a table-model television set — and an inside antenna. There is an admirable set of smoking pipes in a rack and tobacco.

There is a collection of smutty pocket books and "nude" magazines, which will eventually be burned.

A mechanic saved graphite shavings that a prankster dumped into a woman's car engine. The shavings are in a jar on a shelf.

Police recently found three bowling balls and eight pins in a field. They are in a property room.

So is a big box of bubble gum balls, saddle bags for use on horses, several savings

stamps books, blankets, gasoline cans, purses (and a lot of money), pots, pans, postage stamps, a fishing tackle box (with tackle) and a lantern.

Or, how about an automatic garage door opener?

## Parking Meter Business Good During January

Appleton's parking meter business during January was good with income amounting to \$15,389, Treasurer Ray Feuerstein reported today.

While street meter collections led the revenue take with \$6,620, the ramps and lots also fared well in income.

The East Ramp led the income for parking structures with \$2,274, followed by the West Ramp, \$1,700; and Soldiers Square Ramp, \$1,137.

Officials said activity has been improving in the new Soldiers Square facility but still is not up to expectation.

There is a pair of sweat sox and a pair of size 12 hunting boots. There are pajamas, suits, and coats, including a black, leather jacket left behind by a motorcycle gang member.

There's even a motorcycle, but it's completely disassembled. There's a motorcycle helmet — stolen from the police department traffic bureau office and recovered by detectives.

Most of the clothing was recovered from shoplifters and will eventually be returned to owners.

So will the many transistor radios, flashlights, cigarettes, watches, lighters, pens, and cameras. For the cameras, police hold a big supply of flash bulbs and cubes.

Unlimited Variety The property rooms are "hardware stores." Name the tool and you'll find it in one of the rooms. There are pry bars, tire irons, hammers, and screw drivers — taken from unsuccessful burglars. There's a safe door — left behind by a successful burglar.

There are portable record players — and records. There is a table-model television set — and an inside antenna. There is an admirable set of smoking pipes in a rack and tobacco.

There is a collection of smutty pocket books and "nude" magazines, which will eventually be burned.

A mechanic saved graphite shavings that a prankster dumped into a woman's car engine. The shavings are in a jar on a shelf.

Police recently found three bowling balls and eight pins in a field. They are in a property room.

So is a big box of bubble gum balls, saddle bags for use on horses, several savings

**Free Parking**

While shopping at W. A. Close EVERY EVENING after 5:00 and ALL DAY SATURDAYS year 'round in Badger Printing Company Parking Lot at rear of our store on East Johnston St. Plaza

**W.A. Close**

200 East College

Men's and Boys' Apparel Ladies' Sportswear, Casual Clothes

**How Long Has It Been Since You've Had Your Life Insurance Analyzed?**

THE A.A.L. MEN PROVIDE:

- Assistance in Estate Planning
- Planning Income for the Family
- Business and Key Man Insurance
- Retirement Income and Annuities
- Mortgage Insurance for Home, Farm or Business

**HERB KRUEGER, CLU** General Agent

First National Bank Building — APPLETON Phone 1-733-2361

**JIM LABATZ** FIC — Appleton

AID ASSOCIATION FOR LUTHERANS



House of Week

Modern Cape Cod Keeps Colonial Advantages

BY ANDY LANG

Here's a Cape Cod cottage in modern dress. It retains the advantages of its Colonial predecessor, especially its inherent economy and ease of expansion, without being restrained by its limited technology. It combines the convenience of 20th century living with the pioneering ingenuity of an earlier time.

All the rooms have been arranged by architect Samuel Paul to be quickly accessible from a large central entry foyer, so that none need be entered unnecessarily, easing maintenance problems. The living room is at the center of the house. Its brick corner fireplace and large areas of glass add to the homespun atmosphere. Sliding doors lead to a patio along the rear of the house. The dining room also may be entered directly from the foyer. Its view is toward the front. Convenient nearby is a large, country-sized kitchen-family room with a sloping wood plank ceiling and clerestory windows, evocative of the bustling activity center of the Colonial era. Yet the activity itself is eased by the latest in modern appliances. There is ample space for a family dining table, TV set and lounge chairs, with the patio accessible through sliding glass doors.

**Combination Room**  
Adjacent to this kitchen-family room combination, which

measures 19 feet by 16 feet, is the laundry-mud room, a small lavatory, an entrance to the two-car garage, a service entry and the stair to the basement.

At the other side of the house are the bedrooms, three on the main floor and three upstairs. The interior of the upper level need not be finished when the house is first constructed, but may be completed later when the family grows and requires the additional space.

There are two "master" bedrooms, one on each level. Both

Z-29 STATISTICS

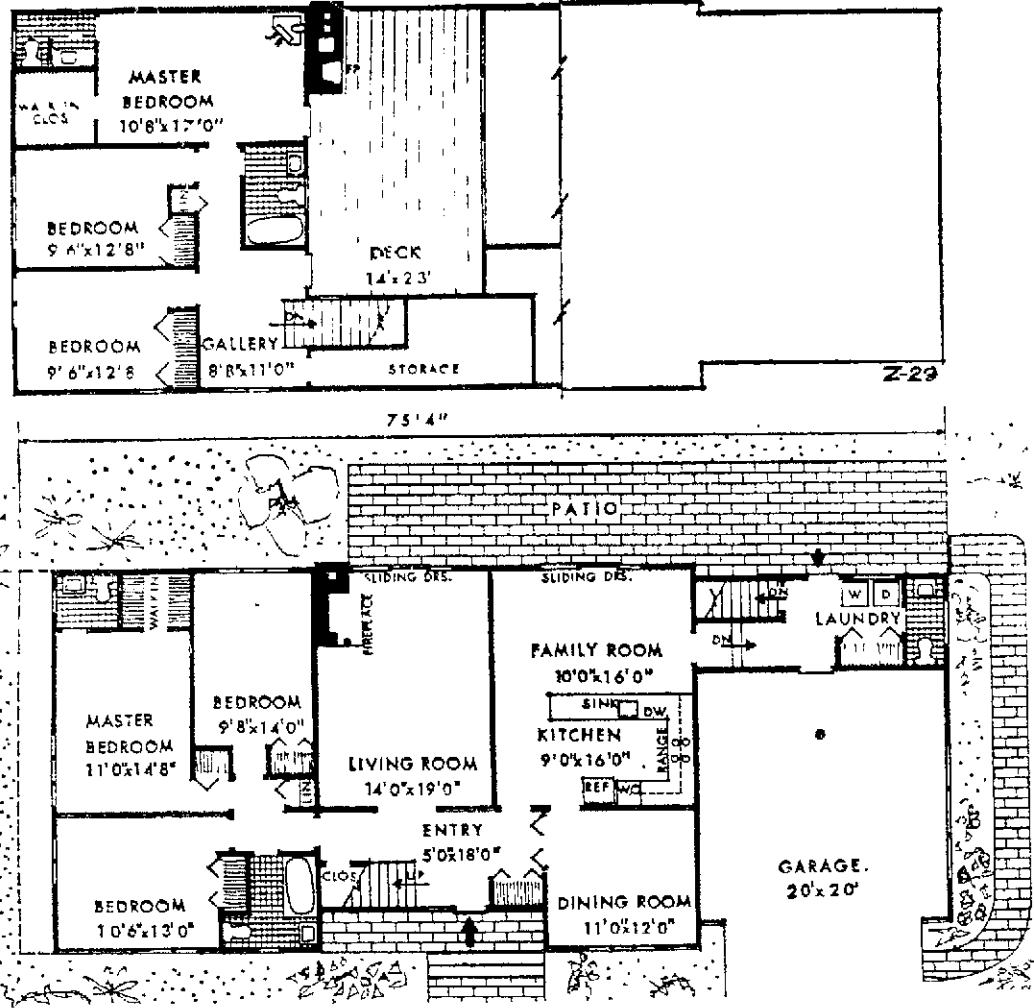
Design has a living room, dining room, kitchen - family room, a bath and lavatory, two bedrooms, three bedrooms and a foyer on the first floor, with a total habitable area of 1520 square feet. The upper level has 785 square feet, divided into three bedrooms, a bath and a lavatory. There is a two-car garage on the main floor, behind which is a laundry-mud and lavatory. Overall dimensions are 75' 4" by 31', which include the garage.

have their own lavatories (the upper one is compartmented) and walk-in closets. The lower one has an extra closet. And, if desired, there is provision for a small metal fireplace in the upper bedroom.

There are a linen closet and a hall bath with full-size tub and shower on each level. In addition, a large storage area is located off the gallery upstairs, and a storage closet and guest closet in the foyer downstairs.

**Private Deck**  
A special feature is the private upper deck for play or relaxation, sheltered on three sides by the walls of the house and accessible from both the gallery and master bedroom. Provision is made for an outdoor fireplace, a particular delight on cool evenings.

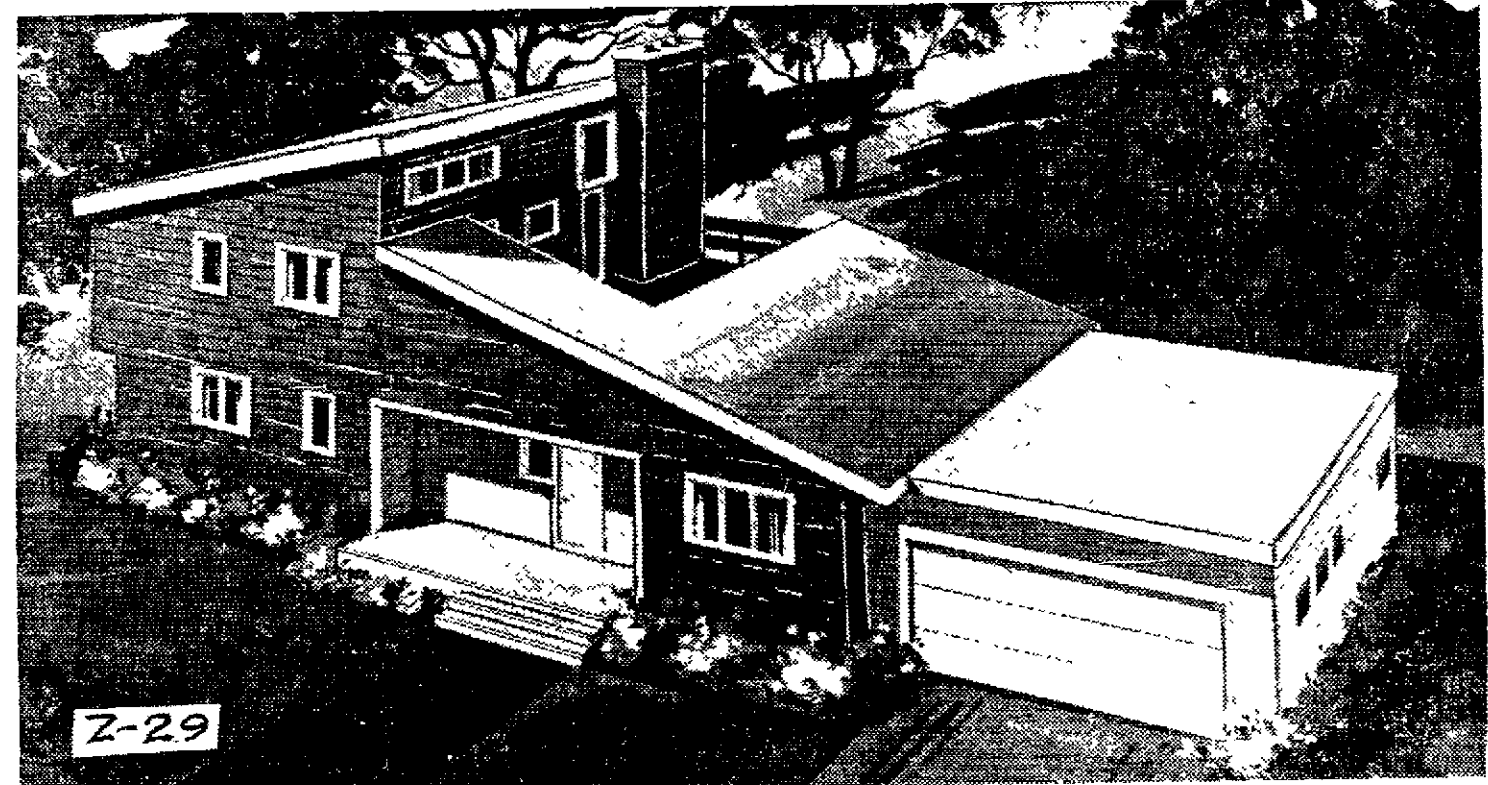
As those of you who have been following the House of the Week series are aware, a rectangular design, such as this one, cuts construction costs and makes a home easier to heat or air condition. The exterior, with natural cedar shingles and contrasting white clapboard and trim, has a contemporary shape, with crisp, well-defined lines.



A Spacious Entry Foyer leads directly to every room in the house in this excellent traffic pattern. There are three separate exits to the rear patio and two exits to the upper deck. There are two baths and three lavatories.



Standing in the Kitchen and looking one gets this view of an adjoining family room and doors to the patio.



A Cape Cod of Colonial Days would have looked like this if the architect had been several hundred years ahead of his time. Natural shingles and white clapboard have been given a contemporary look.

Come in and try the **DIGGINGEST BACKHOES** in the **BUSINESS**

**H. INTERNATIONAL** gives you all these:

1. Dual-circuit hydraulics.
2. More usable power—digging action on the power side of hydraulic cylinders, speed functions on the rod side.
3. Full feathering control action.
4. Lift, crowd and curl bucket simultaneously.
5. Positive, no-lag rack and pinion swing is hydraulically cushioned.
6. Clean, uncluttered deck with plenty of leg room.
7. Swing mechanism fully enclosed and running in oil.
8. Teflon hydraulic seals—no packing problems. Result: sustained higher production... lower costs. Three models. Digging depths to 15 feet. See us today.

**RENTAL UNITS AVAILABLE**  
• Fork Lift • Back Hoe • Trencher and • Tractor Loader

**GRIESBACH EQUIPMENT, INC.**  
1334 W. Wisconsin Ave. — Ph. 733-8521

**PRECAST REINFORCED CONCRETE MANHOLE**

Made to Fit the Various Needs of the Sewer Contractor

Approved by All Progressive Engineers

You Can Always Rely on  
**BADGER HIGHWAYS CO., INC.**  
Appleton Road, Menasha Phone 2-6448

**COURTNEY & PLUMMER, INC.**  
**TWIN CITY CONCRETE CORP.**

Use Our Ready-Mixed "Before Delivery"

**concrete**

"Central Plant Mixed"

Neenah Plant Ph. 722-7703  
Midway Plant Ph. 739-1267  
Brillion Plant Ph. 756-2318  
Oshkosh, Winneconne & Omro Ph. 231-8440

**MORE DETAILED PLANS**

Full study plan information on this architect-designed House of the Week is obtainable in a 50-cent baby blueprint which you can order with this coupon.

Also we have available two helpful booklets at \$1 each: "Your Home — How to Build, Buy or Sell It" and "Ranch Homes," including 24 of the most popular homes that have appeared in the feature.

The House of the Week Design No. 29  
The Post-Crescent  
Appleton, Wisconsin 54911

Enclosed is 50 cents each for \_\_\_\_\_ baby blueprints.  
Enclosed is \$1 for RANCH HOMES booklet \_\_\_\_\_  
Enclosed is \$1 for YOUR HOME booklet \_\_\_\_\_

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Planning to Build?**

put **ELECTRIC HEATING** in your plans!

**BEFORE YOU BUILD or REMODEL BRING IN YOUR PLANS**

we'll give you a free estimate of the cost to heat your home electrically. No obligations!

**BASIC TYPES OF ELECTRIC HEATING**

Whether you're building a new home or modernizing your present home, there's a type of electric heating to meet your requirements.

**ELECTRIC HEAT**

**... COSTS LESS THAN MOST PEOPLE THINK!**

**WMP CO. • WISCONSIN MICHIGAN POWER COMPANY**

**I See By Today's Post-Crescent Want-Ads That You Can Buy . . .**

Wooded Mobile Home Sites  
Quarter Horse — Registered  
1950 Jeep with Snowplow  
Conn Organ — Like New  
Guinea Pigs

**TO BUY OR SELL READ THE POST-CRESCENT WANT-ADS DAILY!**



## Now Is Time to Fix Outdoor Furniture

BY ROGER C. WHITMAN

How did your wood patio furniture survive the barbecue season? Well, if you noticed a loosened joint or some chipped paint when you were putting it away for the winter, this is the perfect time for any fix-it. Too inhospitable outdoors these days. Besides, maybe you'd like a good excuse to give some new Christmas tools a workout.

If any of these conditions fit your case, here are a few suggestions for getting outdoor furniture back solidly on its feet. By doing it now, you won't have to rush the job. Also, this task won't be hanging over your

head when the nice weather finally returns and you want it get cracking with projects outside.

Maybe this sounds nutty. But when you repaint a chair or a table, do the bottom part first. If you doubt this, make a test: Paint the seat, arms and back of a chair first. Then try to lift it and turn it upside down on the work table. Possible, but nowhere near as easy as doing it other way round.

First examine all the joints. Any loosening, cracks or splits can be cleaned out as best you can, then filled with epoxy adhesive or a special joint-new finish.

Protect Legs Especially. Most important is to protect the bottom of chair and table legs. Being in constant contact with ground or damp concrete, it is highly vulnerable; dampness is always trying to work into the wood. Let it in anywhere, and decay will follow as sure as Tuesday follows Monday.

Many people treat this end grain with wood preservative, followed by extra coats of

namel or waterproof varnish, better. Even more important, it won't come off on your clothes, as some of the powdering-type house paints used to do, with disastrous results.

The principle is that not one square millimeter anywhere should be unprotected by the finish. Then there's no reason why the furniture shouldn't last more trying to clean, it should indefinitely. If any cracks are given all possible protection too wide for the adhesive to fill, from the weather. Like plastic back in plastic wood. When dry, covers during a rain or lugging smooth with a putty knife or your thumb and, when the paint goes over, you'll never see the repair.

All old paint or varnish should be well sanded down, and any gloss dulled. This will give the ideal smooth surface for the new finish.

Replace Rusted Bolts. Before finishing, replace any rusted bolts, screws and nuts, using rustproof types if at all possible. If not available, dab marine varnish or shellac over them as extra waterproofing.

Any rusted angle irons or other bracing should be sanded down and touched up with rustproof metal primer.

Whatever finish you use, get the very best quality, and make sure it is meant for outdoor exposure. Clear marine varnish is unbeatable for a natural appearance, and you get it at any good boat yard. Don't use house paint; use only exterior enamel. It will stand up much

## Satellite Works On Principle of Musical Chairs

BUFFALO, N.Y. (AP) — A communications system which will allow several hundred ground stations to communicate simultaneously via the same satellite has been described by an engineer from Sylvania Electric Products Inc.

John H. Wittman said the system will employ a technique wherein signals share frequency and time by hopping rapidly from one part of the radio spectrum to another. The technique resembles children changing seats in a game of musical chairs, Wittman said.

## Ella Opens Doors Of Iron Curtain

LOS ANGELES (AP) — Ella Fitzgerald is on a five week concert tour in Europe, during February and March, with two of the dates behind the Iron Curtain.

Miss Fitzgerald will sing in Munich, Frankfurt, Amsterdam, Brussels, Zurich, Stuttgart, Dusseldorf, Hamburg, Berlin, Reims, Grenoble, Paris, London, Reggio Emilia, Milan, Basel, Vienna, Budapest, Rotterdam, Stockholm and Copenhagen.

## Fireplace SPECIALISTS

OF NORTHEASTERN WISCONSIN

### FIREPLACES & ACCESSORIES

Fireplaces to Fit Both Old and New Homes.  
Free-Standing Units or Built-In Type

Working Models on Display  
Gas & Electric Units Too

Custom and Ready-Made Screens

50 Different Styles On Display

Tool Sets — Andirons — Grates & All Other Accessories

FREE MEASURING HOME DEMONSTRATIONS

733-4911

**ALLIED FIREPLACES**

1524 E. Wisconsin Avenue, Appleton

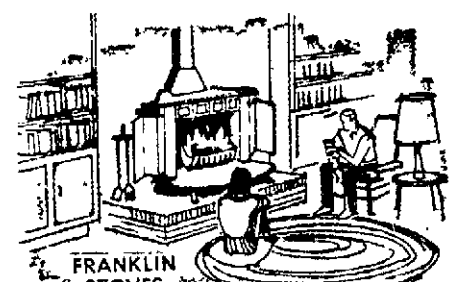
733-4911



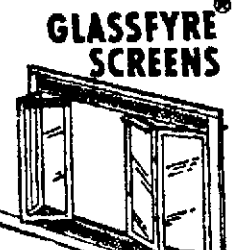
FIREWOOD



AZTEC



FRANKLIN STOVES



GLASSFIRE SCREENS

ALUMINUM CHIMNEY COVERS



KEEP RAIN OUT! KEEP BIRDS OUT!

**We sell, service, install**

The Finest in Forced Humidification

**APRILAIRE**  
AUTOMATIC HUMIDIFIER

**Tschank & Christensen**  
Heating, Air-Conditioning  
211 N. Richmond St., Appleton  
Phone 739-7361

**Nice Weather To Be Inside!**

...and even nicer with a **Comfortmaker**.

**GAS or OIL HEATING UNIT**  
Quiet, Clean, Uniform Heating on the Coldest Winter Days

Every room stays snug and cozy in a blanket of clean, draft-free, automatically-controlled warmth.

Dial 734-8672 for a Free Estimate

**LANG & BOUCHER**  
HEATING and SHEET METAL CO.  
724 W. Frances St., Appleton — 734-8672

**FASHIONS of Spring**

Let Us Tell You ... How Little It Costs ...

**Fiberglass Awnings and Canopies FOR THE HOME ...**

Up-to-the-minute styling ... with down-to-earth prices. Each awning is custom made just the way you want it.

**AWNING & PATIO HEADQUARTERS**  
Ph. 4-4544

**Eumicht Supply Co.**

Between E. Wis. Ave. & Hwy. 90 on French Rd. — Appleton

**why live in an INDOOR DESERT?**

**just Dial the Proper Humidity**

for more healthful, comfortable living

All winter long, the average American home, indoors, is drier than the Sahara Desert! Dry, stale, artificial heat robs the air of its natural moisture—inviting respiratory diseases...reducing comfort...drying out and damaging furniture and furnishings. This lost moisture must be replaced. Here's how: Aprilaire Humidifiers—high capacity units...automatic...with accurate, positive humidistat control provide and maintain the relative humidity that's better for your family's health and comfort. Models for every home or office.

**APRILAIRE**  
AUTOMATIC HUMIDIFIERS

**EISELE ENGINEERING CO.**  
809 W. College 733-8551

## Width, Length, Height Tells Tale Builders of Elaborate Homes Not Excused From Usual Headaches

By VIVIAN BROWN

AP Newsfeatures Writer

If it is any comfort to anyone, a house with suffering built or will build a moderately priced house, you can have as much anguish building an expensive

Heartaches can be measured by the width, length, height of a house, points out Dorothy Rodgers, wife of composer Richard Rodgers, in her delightful book, "The House in My Head."

"Building anything today is a very, very costly, no matter what the scale ... and spending whether it is plumbing, heating, a great deal of money does not guarantee a beautiful result any more than having limited funds means you must end with some thing unimaginative and dull."

Mrs. Rodgers found out the price of her dream little by little. For example, she was staggered by the final figures on the house, she goes on to say, electrical installation.

There were other sad moments—she found out the price more concerned with looks and in her head didn't include such concealment than efficiency and things as greenhouses, terrace, working ease. Laundry swimming pool or anything beyond inside walls. She had to eliminate humidifiers, dust removers, a snow melting system in the driveway, a central vacuum cleaner and a flower conditioning refrigerator that would have cost \$2,500.

Later other things were scratched—paneling in the entrance hall, radiant heating for near date—calling warehouses, bathroom floor, and some air notifying upholsterers, and so conditioning.

"The classic trap ... (that letter from the builder, stating gets you into such situations) is that the house would be finished, how can you skimp on a few in three months 'if the mechanical hundreds dollars when it is so local work was completed by little in terms of your investment ..."

"The shock was total," she

She found that there is really no professional definition for cost per foot. It can vary from contractor to contractor and may or may not include hard-ware, flooring, bookshelves, plumbing, kitchen equipment, paneling, lighting fixtures.

"So I pass on our first painful, gained bit of wisdom: before you make final commitments, find out exactly what cost per foot means in your case."

Her second rule would be: "Beware of engineering costs—very, very costly, no matter what goes between walls, whether it is plumbing, heating, electrical or electronic. Be sure that what you are getting is not too sophisticated for your needs."

"Frankly, if we had known the real picture before we started, price of her dream little by little, money might possibly have been saved. For example, she was staggered by the final figures on the house, she goes on to say, electrical installation.

There were other sad moments—she found out the price more concerned with looks and in her head didn't include such concealment than efficiency and things as greenhouses, terrace, working ease. Laundry swimming pool or anything beyond inside walls. She had to eliminate humidifiers, dust removers, a snow melting system in the driveway, a central vacuum cleaner and a flower conditioning refrigerator that would have cost \$2,500.

Later other things were scratched—paneling in the entrance hall, radiant heating for near date—calling warehouses, bathroom floor, and some air notifying upholsterers, and so conditioning.

"The classic trap ... (that letter from the builder, stating gets you into such situations) is that the house would be finished, how can you skimp on a few in three months 'if the mechanical hundreds dollars when it is so local work was completed by little in terms of your investment ..."

"The shock was total," she

points out. "I stared, I reread, I despaired ... then I settled things in a very feminine fashion by bursting into tears."

Weeks later they managed (after they had stashed their luggage in a potting shed) to move into the maid's room, temporarily so they could at least enjoy the summer in their new home.

But she says, it has been worth it. They are now happily settled in their dream house in the Connecticut hills. And, she watched it grow from the ground up. You would have to ... is her point.

**HERE'S THE POWER SAW DESIGNED FOR VERSATILITY, CONVENIENCE, SAFETY**



**THE WELLSAW 404**

Attention: Farmers, Meat Cutters, Carpenters. The modern version of the old fashioned hand saw. It's electric — fast and easy! Only 9 lbs. .... \$97.50

**STOP IN ALFERI LAB. AND MACHINE SHOP**  
348 Smith Street  
Ph. 722-6483 NEENAH

**BEAUTIFY REPAIR IMPROVE CLEAN-UP PAINT-UP FIX-UP**

CONSULT THESE EXPERTS FOR ASSISTANCE

SHEET METAL	FINANCING	CEMENT WORK
<p><b>COMPLETE SHEET METAL SHOP</b></p> <p>Gutter &amp; Downspout Work ... a Specialty</p> <p><b>APCO</b></p> <p>2315 E. Newberry Road (Kimberly Road) 733-6608</p>	<p>Fix Up Your Home With a Modernizing Loan on First Time Terms</p> <p>Convenient Low Cost Loans Terms Up to 5 Years -</p> <p><b>FIRST National Bank</b></p>	<p><b>COURTNEY &amp; PLUMMER, INC. TWIN CITY CONCRETE CORP.</b></p> <p>Neenah Plant PA 2-7703 Midway Plant Ph. RE 9-1267 Brillion Plant Ph. 756-2318 Winneconne &amp; Omro Ph. Beverly 1-8440</p>
<p>Dial RE 4-8672 for <b>GUTTERS &amp; HEATING</b> LANG &amp; BOUCHER</p> <p><b>ELECTRICAL CONTRACTORS</b></p> <p><b>REIMER ELECTRICAL SERVICE</b> Commercial, Residential and Industrial Wiring 638 W. Atlantic St. Ph. 3-1591</p>	<p><b>CONSULT THESE EXPERTS SOON!</b></p> <p>CLIP THIS AND SAVE FOR REFERENCE</p>	<p><b>FLOOR COVERING</b></p> <ul style="list-style-type: none"> <li>Inlaid Linoleum</li> <li>Carpeting</li> <li>Floor and Wall Tile</li> </ul> <p><b>Ace Floor Covering</b> 514 W. College, Appleton</p> <p>Custom-made Floors by <b>LAYDWEL FLOORS</b> "Floors Laid by Laydwel Are Laid Well" 1045 Appleton Rd. Menasha</p>

For Real Values  
TRY POST-CRESCENT WANT ADS

## IMPROVE YOUR HOME NOW

**Thinking of Outside Improvements for Your Home or Building for 1968?**

**WHY NOT PLAN NOW ... HAVE IT DONE EARLY BEFORE PRICES INCREASE!**

WE HAVE ANY AND ALL TYPES OF SIDING, WINDOWS, DOORS, AWNINGS & CANOPIES ...

- SIDING**  
Vinyl, Aluminum, Mineral, Masonite, Steel, Insulated, Stone, Etc.
- DOORS**  
Vinyl & Aluminum
- WINDOWS**  
Vinyl & Aluminum
- CANOPIES**  
Vinyl & Aluminum
- AWNINGS**  
Vinyl & Aluminum
- TRIM COVER**  
Overhangs, Window Casings and Sills, and Door Casings. Never Needs Painting. In Any of Twelve Different Colors.

- \* All in a Most Beautiful Range of Colors and Styles!
- \* We Will Be More Than Happy to Demonstrate the Advantages of Each, According to Your Needs and Desires.

**TERMS TO MEET EVERY BUDGET**  
FOR FREE ESTIMATES CALL COLLECT 739-5559  
In Evening Call Collect 733-1654 or 734-4940

THE MOST RESPECTED NAME IN THE HOME IMPROVEMENT BUSINESS ... ASK YOUR NEIGHBORS OR FRIENDS

**BRENNAN-FRASER**

414 N. Division St.

ROOFING & SIDING CO., INC.

Appleton



# Carnival's Summer Gaity Transformed To Seriousness for Winter's Vital Work Growing Rapidly

BY JOHN SAWALL  
Post-Crescent Staff Writer

WAUPACA — The gay music is missing. There are no crowds. And ticket booths stand idle. But there still is plenty of activity for a carnival during winter's long months.

From the first of May to late October the Maynard Amusement shows are on the road, playing throughout Wisconsin, so all of the rides must be in top condition for safety and attractiveness. To make this possible, winter is spent painting and reconditioning equipment.

The carnival, owned and operated by Donald Maynard, has 15 rides plus the many pieces of equipment needed to support such a show. Winter headquarters are about three miles south of Waupaca on County Trunk E near Maynard's home.

Work starts as soon as the show comes off the road. Beginning with kiddie rides, such as the little trains that huff and puff around a track and the small airplane rides, Maynard dismantles each unit and replaces any part showing excessive wear. The rides are then reassembled and given a fresh coat of paint.

### Big Jobs

Maynard spends from one week to 10 days working on each of the smaller rides before tackling the larger rides, such as the ferris wheel, which may require as much as a month for inspection, repair and repainting. Maynard has no winter crew, making most of the repairs himself. In summer the show has from 10 to 20 men on a full-time basis. The entire crew leaves when the show closes and returns about the first week in March. From then until May the show goes back on the road, most of the crew is kept busy painting the large rides, which is done outside if weather permits or else in a large metal storage building.

A sign painter from Grafton who specializes in circus and carnival painting comes in for a couple of months and repaints the ticket booths, reletters signs and does much of the fancy painting on the rides themselves. Another important man in the operation is the show's mechanic who very shortly will start overhauling all the electrical motors and gasoline engines used to operate the rides.

"Having equipment in top shape not only gives me peace of mind, knowing that people will be as safe as possible on the rides, but it also means money in the pocket," Maynard said. If a ride is not in top condition and breaks down in the middle of the day on a busy weekend, a considerable amount of money is lost, he said. "Last year we went through the entire season without a single breakdown," Maynard added.

### Longer Life

Keeping equipment in good condition also prolongs the life of the rides. The average carnival ride, if maintained properly, will last from 10 to 15 years. "I've already seen a good ride neglected so it was ready for the junk pile in four years," Maynard said. Maynard's rides range from \$7,000 to \$50,000 when new.

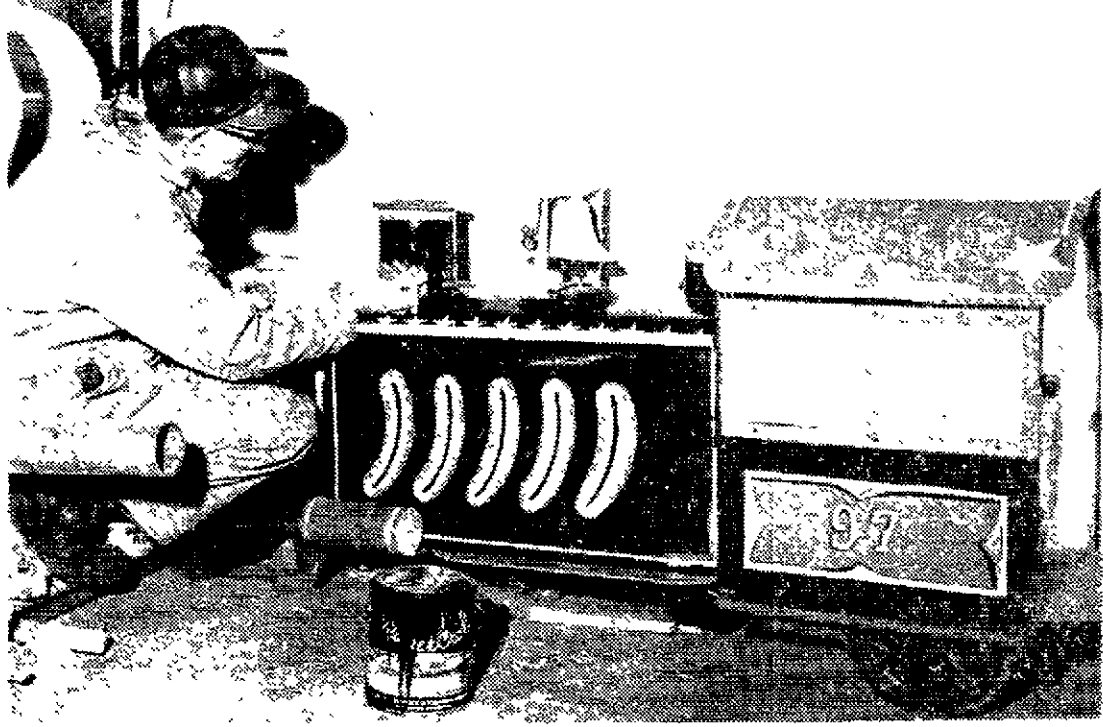
Last year Wisconsin started inspecting safety features on rides. Maynard said he welcomes such inspections because they assure the public that rides are safe.

The merry-go-round is included in the rides overhauled every

year, but its horses are reconditioned only every three or four years. Because of the difficulty of repainting and decorating the horses, workmen are extremely careful when they assemble and disassemble the merry-go-round at the start and finish of summer showings. The horses also are specially packed during moves from one community to another, Maynard said. This special care keeps the horses from becoming road weary and eliminates the need for annual major repairs, he said.

In addition to the maintenance over the years, Maynard also is in the process of building a new food wagon. The concession stand this year will be operated by Mrs. Maynard in good condition with the latest equipment," Maynard said. This year all of the trucks used to transport the show from one city to another also will be repainted and some of the trucks modified to haul more than one ride, cutting down on the number of trucks and drivers needed. The carnival business is no different from any other business today, Maynard said. "We are always looking for ways to cut operating costs."

Maynard also books locations for the show. The show will be open for three years and then sell it by doing May 1.



Winter Doesn't Mean leisure days or weeks for a carnival ride owner. Donald Maynard, owner and operator of Maynard's Amusement Inc., which is headquartered south of Waupaca, spends all of the winter months reconditioning and painting equipment to make ready for the next season. Here he paints a small train engine for one of the kiddie rides operated by the show. (Post-Crescent Photo)

BY ROGER PITT  
Post-Crescent Staff Writer

NEW LONDON — A tree growing in New London won't resemble any other but the "Dr. Pfeifer Family Tree" will bear fruit.

The fruit - money - tree will be used to build a shelter building in Dr. Pfeifer Park this summer.

Fund raising for the shelter began about six years ago and progressed slowly. Until very recently about \$6,800 had been raised including a \$2,000 contribution last year by the late Dr. Pfeifer.

Dr. Pfeifer served New London for 58 years, beginning in 1909. He retired last summer, because of illness and died Jan. 31, 1967. His wife had died just a week earlier on Christmas Day.

Pfeifer Park was dedicated to the doctor at a tri-golden anniversary celebration in 1959. The event marked his 50th year in 1911. Mrs. O'Neil also had six children delivered by Dr. Pfeifer and 50th year as a resident of this Wolf River community.

During his long career the doctor, it is believed, delivered more than 5,000 babies. Maynard, needing about that number in dollars, felt that a "Dr. Pfeifer Family Tree" memorial fund would not only make the shelter a reality, but also provide a suitable memorial to Dr. Pfeifer.

Dr. Pfeifer had expressed with some of his own off-considerable interest in the shelter house project - as he had in most other programs which would benefit residents of the area. His \$2,000 contribution was the largest single amount ever added.

With a goal of \$5,000 the Jaycees hit upon the idea of \$1 per baby. Dr. Pfeifer delivered and starting a "family tree." An appeal was made to all mothers and grandmothers to send a dollar for each baby,

their name, address, birth date and any other information such as job, schooling and experiences to the Pfeifer Memorial Fund, New London.

Not only will the "Family Tree" help raise the money for the shelter, but it is providing an interesting chronology on the Pfeifer "family." New Londoners and all who knew him consider themselves to be part of the family.

### Quick Response

After only a week, more than 150 persons had responded to the idea.

Included in this group was William Polley, 1713 Lawrence St., New London, born Feb. 3, 1967, one of the youngest.

Mrs. Lester O'Neil, the former Dorothy Hetzer, of 306 W. Millard St., held the distinction of being the oldest baby to reply to the drive during the opening week. She was born June 6, 1911. Mrs. O'Neil also had six children delivered by Dr. Pfeifer.

### Most Children

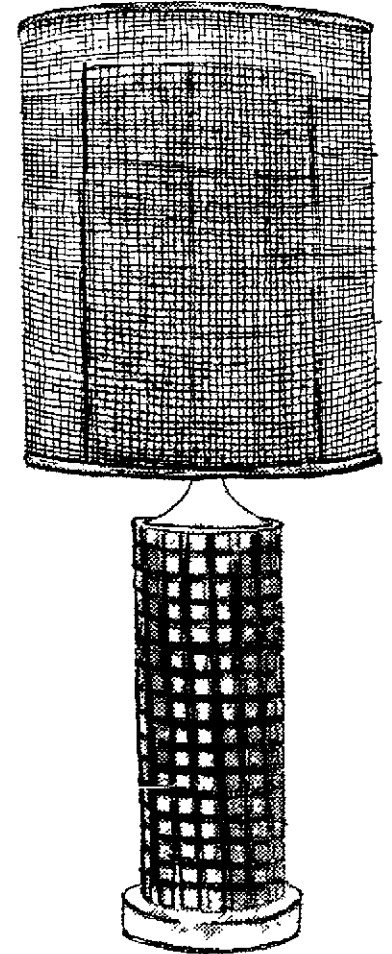
Holding the honor for having the most children delivered by Dr. Pfeifer at this time is Mr. Mrs. Rufus Gruetzmacher, route 1, New London, with nine children, including a set of twins born Jan. 19, 1941.

Five persons joining the family tree not only were delivered by Dr. Pfeifer, but had him around when the stork arrived.

Dr. Pfeifer had expressed with some of his own off-considerable interest in the shelter house project - as he had in most other programs which would benefit residents of the area. His \$2,000 contribution was the largest single amount ever added.

With a goal of \$5,000 the Jaycees hit upon the idea of \$1 per baby. Dr. Pfeifer delivered and starting a "family tree." An appeal was made to all mothers and grandmothers to send a dollar for each baby,

**Illuminating,  
beautifully  
proportioned,  
and a match  
for any decor.  
This handsome  
38" lamp**



is just 15.97

A mellow, walnut-finished wooden base in a carved cylinder shape. Gleaming brass-finished accents. The double shade is vinyl outside, Fiberglas® inside. Surely you've got at least one corner it could brighten. (And the low price is a real budget brightener.)

**Treasure Island**  
QUALITY AND SERVICE  
Open weekdays 10 to 10. Sundays 10 to 6.  
Blumound and W. College Avenue.



# Thank You Fox Citians

We had a TREMENDOUS GRAND OPENING last weekend, and we're very grateful to everyone who visited us.

We're shooting for many, many more new friends and customers by offering special deals on every NEW and USED CAR we've got.

If you haven't met us yet, come on down . . . get the cars, the deals, the service — and the smiles that make everyone happy.

Most Sincerely,

*Russ Darrow*

Serving the Entire Appleton, Neenah, Menasha Area

# RUSS DARROW

## CHRYSLER - PLYMOUTH

Open Every Nite 'til 9 p.m.

2801 W. College APPLETON

Phone 739-9411

### Lawrence To Present 'King David'

Conservatory Dean LaVahn Maesch has announced the beginning of rehearsals for a performance of Arthur Honegger's oratorio, "King David," to be presented by the Lawrence University Choral Society on Sunday, May 5.

The announcement was coupled with an invitation to area singers to participate in the event. A limited number of places are open in the 150-voice oratorio chorus. Prospective singers are asked to contact Maesch at the Lawrence Music-Drama Center.

Chorus rehearsals begin at 6:30 p.m. Thursday in Harper Hall at the center. The one-hour practices will be held weekly, except during the university's spring recess in mid-March.

"King David" relates the drama of the biblical king who rose from obscurity as a shepherd to become leader of Israel before finally losing God's favor. The oratorio premiered in Switzerland in 1921, and has achieved great success throughout the world. It was first given here in 1960 in celebration of the opening of the Lawrence Music-Drama Center.

Performers will include soloists, boy soprano, two narrators, wind orchestra, percussion and organ.



# Function, Charm, Ingredients of the Family Room

BY CAROL HANSON

Post-Crescent Home Furnishings Editor

The first new room to make an appearance on the American scene in some 40 years is the room where the action is — the family room.

Regardless of what you call it — family room, den, study or playroom — it has become the activity-centered room.

Today 70 per cent of the new homes being built include family rooms, according to the National Association of Home Builders. This figure does not take into consideration the millions of older homes being remodeled to incorporate this all-important center.

## Has Own Identity

The real story of the family room began in the basement — as a recreation area — but it has made a steady move upward. Of course, many families still have recreation areas in the basement, but the family centered action room is a room on the main floor of the home that has an identity of its own.

This is the room where children play and entertain small friends and, of course, eat crumbly snacks after school and before bed. With the music center making its way into this room and the prevailing atmosphere set for relaxation adults prefer entertaining here, too. In some homes, the family room even serves as a guest room.

## Plays Many Roles

With a single room playing so many roles, serving so many needs — indeed, functioning around the clock — the family room has become a room with special decorating needs.

In the early days of the family room, many people viewed its decoration only from the standpoint of comfort. Into it went furniture that had been replaced in other rooms. Nothing went together; no decorating plan was established; it was something that just happened.

But manufacturers have recognized the needs of the family room. There is evidence in every furniture showroom that they are designing and manufacturing with this room in mind.

Modular units — bookcases, desks and chests — can be stacked and later rearranged if the need arises or if the homemaker just wants to change the room's arrangement. The family music center might be incorporated into these units along with a television set to make them function in more than the usual ways.

## Versatile Pieces

Special multi-function pieces have made, and continue to make appearances. By design, sofas become beds for guests, cabinets hide bar and snack equipment and chests conceal pull-out tables.

Floor covering manufacturers have come up with marvelous carpets that are impervious to

spills. Area rugs have been designed to give the room that certain touch — focal point, if you prefer. Tile and linoleum manufacturers have designs that resemble cork, brick and Spanish tile.

The room can take on whatever character the homemaker wishes. It can be an extension of her total plan or it can be a complete departure.

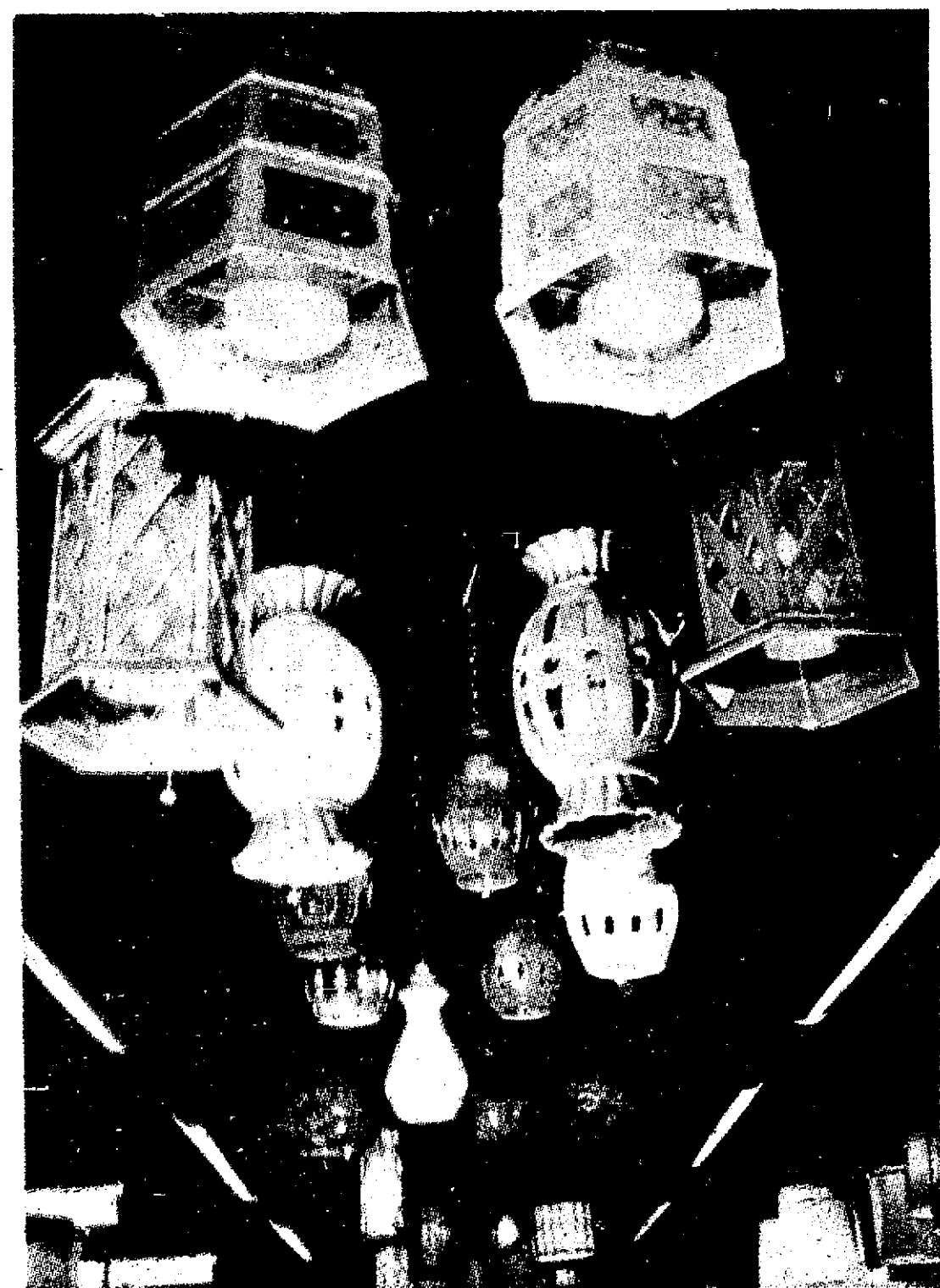
But, whatever the plan, the family room is becoming exciting and, in many ways, dramatic. Mar-proof and stain resistant finishes requiring just a damp cloth to wipe up spills or bring back lustre after a day of serving in its special multi-function capacity make beauty the lasting reward of careful selection.

The sofa and chairs chosen for this room should be comfortable. Before a choice is made,

Turn to Page 7, Col. 1



One of the rooms designed by Larry Peabody for Regal, featured at the recent home furnishings show, is based on the concept that neutral colors used as a background can be individualized and accented with a variety of colors. Mr. Peabody designed this room for apartment dwellers, but it could easily move into a family room setting when a couple leaves the high rise apartment for a home of their own.



Hanging lamps from Haeger Potteries, above, come in a variety of bright colors and shapes. This type of lamp is receiving wide acceptance for use as accents. They add dramatic touches to a decorating scheme. At left, part of a new collection of Early American furniture from Thomasville might be a good choice for the lover of traditional for an action room setting. "Brandysvine" was a new entry at the recent Home Furnishings Market and has its origins in the countryside of Colonial Pennsylvania and Maryland.





The Tiny Basket, less than an inch tall, was purchased from a retail shop in Milwaukee. Most of the rest of the items in Mrs. Oliver's miniature rooms

are made by her, including the matchstick andirons and pictures on the wall. Frames are usually purchased secondhand and altered to fit the box size.

## Miniature Rooms Teach Decorating

BY SALLY NELSON  
Post-Crescent Staff Writer

Boxes, that once held short, blunt "stogies" or long, slender panatela cigars, become shadow boxes for dainty, Early-American furniture and room decor through the artistry and skill of Mrs. Alfred Oliver.

Mrs. Oliver, 622 E. Goodall St., has made a hobby of transforming cigar boxes into examples of interior decoration for use as examples for classes she conducts at Appleton and Menasha Vocational Schools, for gifts for friends and for donations for charity bazaars.

"I don't know of anyone else who makes them," said

Mrs. Oliver, "except the people I have taught or shown."

That number, however, must now count in the hundreds because of the many requests for her pattern, which she has prepared and distributed to 4-H groups, homemakers and craft groups.

The miniature room idea grew from her former work on doll houses, said Mrs. Oliver.

### Main Ingredients

All of the articles in the "rooms" are constructed by her, using balsa wood, cardboard, and patching plaster as the main ingredients.

Mrs. Oliver uses a scale of one-half inch to one foot.

"It's incredible how tiny

accessories must be," she said. "Often friends will bring a small, doll-house size picture or article for the shadow boxes only to find they are much too large."

An example of accessories are three tiny plaques on the wall of one of the rooms. They are one-half inch long and just over three-eighths of an inch wide. They were made with patching plaster and the pictures on them, an eagle, flag and other Early-American motifs, were snipped from illustrations in a gift catalog, Mrs. Oliver reported.

### Nails, Twigs Used

Upholstery nails are used to resemble copperware; one small twig will suffice for fireplace logs and a small

snip of an artificial fern will fill a vase.

Tempora paints are used to "paint walls" and stain is used for floors and woodwork.

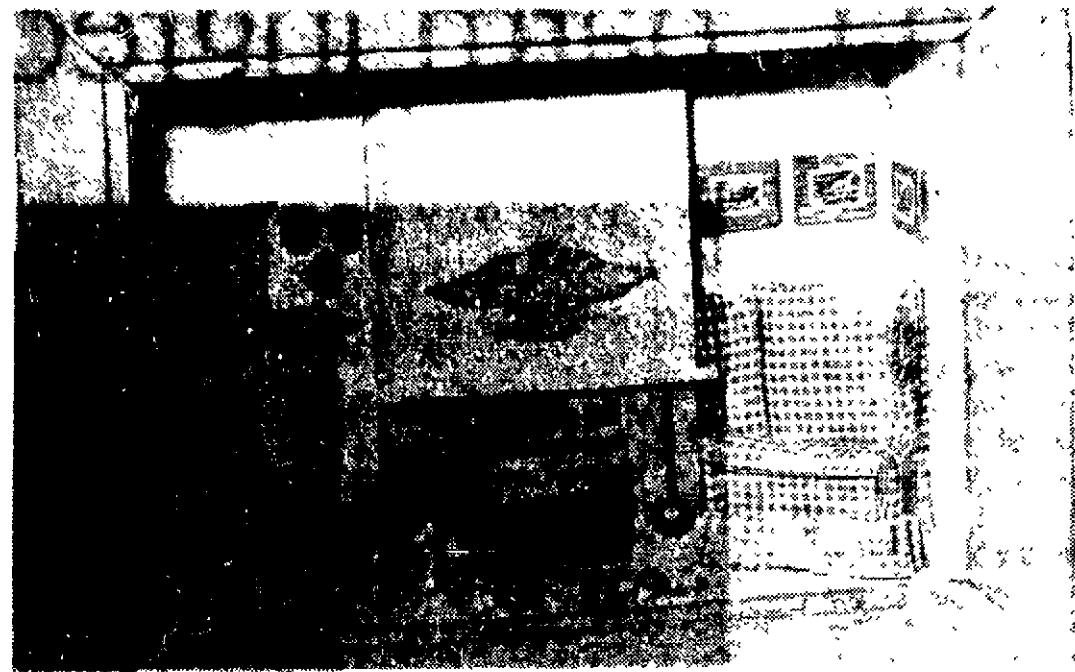
"I used shoe polish on one," said Mrs. Oliver, "and it faded out . . . completely."

Mrs. Oliver either makes her own frames for the shadow boxes or purchases them at Goodwill stores or at white elephant sales.

She is always looking for miniature articles for her "rooms" and has found some items, including a tiny woven basket she has used in one favorite shadow box, at a retail shop in Milwaukee.

### Boxes Vary in Size

Frames and glass complete the boxes and Mrs. Oliver



In the Arrangement above, Mrs. Oliver features a high-backed rocker, green and white checkered wing chair, sewing bowl and warming pan fashioned from a nail head. The eagle was made from inexpensive patching plaster and painted with gilt paint. A tiny, braided rug is in front of the fireplace. At left she places a hutch made with balsa wood, glue, fabric scraps and patience into a cigar box. (Post-Crescent Photos)

said many of the cigar boxes are of different sizes and require special glass-cutting orders. She named several popular brand cigars as those having ideal boxes.

Where all of the 30 or more "rooms" she has made are is a mystery to Mrs. Oliver. One, she knows, went home with an African couple she met while the husband was a

student at the Institute of Paper Chemistry. Another is in the Girl Scout office in Appleton.

The rooms are just one of Mrs. Oliver's many interests, including teaching interior decorating.

In these classes, one of which will begin in March at the Menasha Vocational, Technical and Adult School,

she does not show how the rooms are made, but does use them to help students gain perspective as to sizes of furniture and accessories in ratio to floor and wall space.

In the boxes, as in home interior decorating, adding the accessories . . . that make the rooms "come alive" . . . is the most fun, Mrs. Oliver said.

THINK  
OF SPRING  
HIGH FASHIONS

**\$5.99** Black Brown  
Potenlite  
PUFF BOW

**\$6.99** Black Patent  
White Punjab  
PUFF BALL Punjab

FRAME UP

**\$6.99** Wheat Rhodia

SOLD IT

**\$5.99** Green Bone

AVENUE

**\$6.99** Beige  
Yellow & Orange

MUNCH

**JACK'S**  
Shoes

# SUPER-SALE of MINK

Plus Our Entire Remaining Stock of Cloth Coats and Suedes!

- \* Luxurious Mink Stoles!
- \* Superb Mink Jackets!
- \* Extravagant Mink Capes!
- \* Magnificent Fur Coats!
- \* Versatile Mink Boas and Twists!
- \* Lavish Fur Trimmed Coats!
- \* Designer Untrimmed Coats!
- \* Junior Petite Coats!
- \* Sumptuous Suede Coats!

all drastically reduced now!

SAVE 40%—50%—60% and More!

**\$52**

Natural 2-Skin  
Pastel and Ranch  
Mink Boas  
Regularly \$75!

**\$24<sup>70</sup>**

Untrimmed New  
Fashion Junior  
Petite Coats  
Regularly \$50 to \$65!  
Sizes 5 to 15

**\$197**

Luxurious Natural  
Ranch Mink Suit  
Stole  
Regularly \$325!

**\$47<sup>70</sup>**

Famous Label  
Untrimmed Designer  
Coats  
Regularly \$90 to \$110!  
Sizes 6 to 20

**\$397**

Beautiful Letout  
Natural Pearl Mink  
Bubble Cape  
Regularly \$695!

**\$74<sup>70</sup>**

Lavish Mink  
Trimmed Coats  
Regularly  
\$135 to \$175!



SHOP MONDAY  
9:00 to 9:00

*Kriock's*  
traditionally fine quality  
since 1929  
220 E. College Ave.

See Hundreds of Other Fabulous Fur  
and Cloth Coat Values!

CHARGE — BUDGET — LAYAWAY

A Small Deposit Reserves Your Selection

ALL SALES FINAL — PLEASE SELECT CAREFULLY!



CLINTONVILLE — Miss Patricia Kay Polzin became the bride of James Charles Hoffmann in a 1:30 p.m.

ceremony Saturday at St. Rose Catholic Church. Officiating at the double ring rite was the Rev. Thadeus Koszarek.

The bride is the daughter of Mrs. Arthur Raffin, 92 Anne St., and the late Leo C. Polzin. She was escorted to the altar by her stepfather, Arthur Raffin. Parents of the bridegroom are Mr. and Mrs. Leonard Hoffmann, route 1.

Mrs. Harold Baumann, Shawano, a sister of the bridegroom, acted as matron of honor. Bridesmaids were Mrs. Thomas Polzin and Miss Vicki Meyerhofer.

Serving as best man was William Hoffman, Little Chute, a cousin of the bridegroom. Thomas Polzin and Gerald Hoffmann were



Mrs. Richard Hebler

## Ceremony Performed

St. Mary Catholic Church was the setting for the 1:30 p.m. Saturday wedding of Miss Paula Ann Kokke and Richard J. Hebler. The Rev. Richard Meneau and the Rev. Donald Fischer officiated at the double ring rite.

The bride is the daughter of Mr. and Mrs. John T. Kokke, 840 Front St. Parents of the bridegroom are Mr. and Mrs. Joseph Hebler, 215 S. Elm St.

The bride chose her sister, Miss Yvonne Kokke, to act as maid of honor. Miss Marilyn Marquart was bridesmaid.

Rowland Hebler, a brother of the bridegroom, performed the duties of best man. Larry Hebler Jr. was groomsmen. Dr. Thomas L. Rickert and Robert A. Ulman seated

guests. Larry Rickert was ring bearer.

The couple greeted guests at a reception at the Menasha Hotel.

The new Mrs. Hebler attended St. Norbert College, De Pere, and Marquette University, Milwaukee. She was affiliated with Kappa Phi Delta sorority. She is employed by Dr. Jack R. Benton as a dental receptionist. Her husband attended Capuchin School of St. Mary, Crown Point, Ind., and taught at St. Joseph School and St. Mary School before serving with the Army in Germany. He is presently employed by H. C. Prange Co.

After a northern honeymoon, the couple will reside in Appleton.

## Nuptial Vows Repeated

WEYAUWEGA — Miss Marlene Lorenz and Gaylord Pingel, Neenah, exchanged wedding promises in a 7 p.m. Saturday ceremony at the Congregational Church, Royalton. The Rev. Richard O'Neill officiated at the double ring rite.

Parents of the bride are Mr. and Mrs. Paul Lorenz, route 1. The bridegroom is the son of Mr. and Mrs. John Quade, route 1, Larsen.

## Couple to Honeymoon In South

LITTLE CHUTE — St. John Catholic Church was the setting for the 10 a.m. wedding of Miss Ruth Amelia Williamsen and Edward Norbert Weber Jr. The Rev. LeRoy Smet officiated at the double ring ceremony.

Parents of the couple are Mr. and Mrs. Joseph J. Williamsen, 1305 E. Main St., and Mr. and Mrs. Edward Weber, 145 Arthur St., Kaukauna.

Mrs. Allan Webster, Appleton, acted as matron of honor. Miss Alice Van Helvoirt and Miss Patricia Weber were bridesmaids. Miss Cheryl Weber and Miss Kim Cohan were junior bridesmaids.

Robert Berg and Keith Busse were groomsmen. Stephen and Timothy Daul were junior male attendants. Florian Daul and William Cohan seated guests.

A reception was held at Reetz's Supper Club.

The new Mrs. Weber is a stenographer for Kimberly-Clark Corporation, Kimberly. Her husband attended Wisconsin State University-Oshkosh, and is a teacher at Holy Name of Jesus School, Kimberly.

After a wedding trip to the Mardi Gras in New Orleans, La., and the Bahama Islands, the couple will reside in Kimberly.

stationed in Washington, D. C., with the President's Guard.

The couple will reside in Triangle, Va.

The bride chose her twin sister, Mrs. Robert Bork, to act as matron of honor. Misses Beverly and Carol Lorenz were bridesmaids.

Robert Bork, the bride's brother-in-law, performed the duties of best man. Gary Netzel and Earl Jensen were groomsmen. Guests were seated by Lowell Meidam and Richard Capen.

The couple greeted guests at a reception in the church parlors.

Mr. Pingel is employed by American Can Corp., Neenah. The couple will reside in Neenah.



Mrs. Pingel

Miss Lurene Kay Bachmayer and William R. Knuth Jr. exchanged nuptial promises in a 5:30 p.m. Saturday ceremony at Grace Lutheran Church. The Rev. Wilbur Troge officiated at the double ring rite.

The bride is the daughter of Mr. and Mrs. Joseph Bachmayer, 1118 W. Brewster St. Mr. and Mrs. William Knuth,

1500 N. Mason St., are parents of the bridegroom.

A friend of the bride, Miss Patricia Culligan, acted as maid of honor. Misses Rhonda and Lori Knuth were bridesmaids. Miss Debra Bachmayer was junior bridesmaid.

Ralph Scheel, Fond du Lac, a cousin of the bridegroom, performed the duties of best man. David Bachmayer and Duane Pavelka were groomsmen. Dennis Bachmayer and Steven Bruch shared ushering duties. Timothy Schroeder was ring bearer.

The couple greeted guests at a reception at Alex's Haven.

Mr. Knuth is stationed with the Air Force at Grand Forks, N.D.

## Wedding Ceremony Performed

NEW LONDON — St. Mary Catholic Church, Bear Creek, was the setting for the 2 p.m. Saturday wedding of Miss Jean Marie Young and David M. Houle. The Most Rev. John Grellinger, administrator of the Green Bay diocese, officiated at the double ring rite.

The bride is the daughter of Mrs. Walter Young, route 2, and the late Mr. Young. The bridegroom is the son of Mrs. Clara Houle, route 6, Appleton, and the late Ervin Houle.

The bride chose her sister, Mrs. Gilbert Krueger, Ypsilanti, Mich., to attend as matron of honor. Miss Darlene Elsner, Mrs. Karl Pasch and Miss Jane Wolfe were bridesmaids. Linda Vanbier-viet and Kathy Konrad were junior bridesmaids. Trudy Konrad was flower girl.

Donald Neuman, Appleton, performed the duties of best man. LeRoy Young, Robert Bennett and Bruce Kluge were groomsmen. Sharing ushering duties were Gilbert Krueger and George Jung-wirth. Todd Krueger was ring bearer.

The couple greeted guests at Bean City hall, rural New London.

The new Mrs. Houle is employed by The Reminder. Her husband is with Bob's Auto Sales, Hortonville.

After a wedding trip to Michigan, the couple will reside in New London.



Mrs. Knuth

## Double Ring Ceremony Performed

GREENVILLE — Miss Mary Lou Kroeger became the bride of Leroy C. Dorow in a 3 p.m. Saturday ceremony at St. Mary Catholic Church. The Rev. John P. Lutheran officiated at the double ring rite.

The bride is the daughter of Mr. and Mrs. Floyd Kroeger, route 1, Hortonville. Parents of the bridegroom are Mr. and Mrs. Ervin Dorow, route 2, Hortonville.

Mrs. Earl Schroeder, Appleton, attended her sister as matron of honor. Miss Carol Clegg, Miss Bonnie Woods and Miss Bonnie Ashauer were bridesmaids. Miss Brenda Schroeder, niece of the bride, was junior bridesmaid.

Wayne Winters, Hortonville, performed the duties of best man. Douglas Selle, Roger Nelson and Harold Muskevich were groomsmen. Delroy Laabs, nephew of the groom, was junior male attendant. Sidney Kroeger and Lawrence Dorow seated guests.

The couple was honored at a reception at the Silver Dome Ballroom.

Mrs. Dorow is with the Home Mutual Insurance Co., Appleton. Her husband is engaged in farming in Hortonville where they will reside.

The couple plans a wedding trip to the east coast.



Mrs. H. J. Boivin Jr.

## Miss Stilp Married

NEENAH — Miss Susan Mary Stilp became the bride of Harold Joseph Boivin Jr., in an 11 a.m. Saturday ceremony at St. Patrick Catholic Church, Menasha. The Rev. Lambert Scanlan officiated at the double ring rite.

The bride is the daughter of Mr. and Mrs. John P. Stilp, 333 Third St. Parents of the bridegroom are Mr. and Mrs. Harold J. Boivin, Gillet.

The bride chose her sister, Miss Mary Ann Stilp, to act as maid of honor. Miss Catherine Stilp and Miss Constance Boivin were brides-

maids. John Raney, Shorewood, performed the duties of best man. Kurt Darrow and John Stilp Jr. were groomsmen. Gregory Haver and Patrick Boivin seated guests.

A reception was held at the Whiting Boat House.

The bride attends the University of Wisconsin School of Nursing, Madison. Her husband was graduated from the university and is presently doing graduate work in rehabilitation administration.

The couple will reside at 1012 E. Dayton St., Madison.

## Wedding Promises Exchanged

St. Thomas More Catholic Church was the setting for the 1:30 p.m. Saturday wedding of Miss Janice A. Wiesner and Edward J. Salm. Performing the double ring rite was the Rev. Patrick McMahon.

Parents of the couple are Mr. and Mrs. Wilhelm F. Wiesner, 2026 N. Richmond St., and Mr. and Mrs. Edward Salm, 2112 N. McDonald St.

The bride chose her sister, Mrs. Henry Borchardt, route 1, Hamburg, to attend as matron of honor. Bridesmaids were Mrs. Terry Gangel and Mrs. Wilhelm L. Wiesner. Miss Barbara Borchardt acted as flower girl.

Serving as best man was Michael Towseley. Groomsmen were Wilhelm L. Wiesner and Dennis D. Wiesner. John Diermeier was ring bearer. Sharing ushering duties were Henry Borchardt and Roland Buss.



Mrs. Edward Salm

A reception was held in the couple's honor at the Columbus Club.

Mrs. Salm is employed as a receptionist for Dr. C. L. Meyers. Her husband is with Carl Lodholz general contractor.

The couple will reside in Appleton.

## Newlyweds Honeymoon In Nevada

First Methodist Church was the setting for the 2 p.m. Saturday wedding of Mrs. Terry Brinkman and Richard P. Reynebeau. The Rev. Kenneth Engelman officiated at the double ring rite.

The bride is the daughter of Mr. and Mrs. Floyd DeLain, 1419 N. Charlotte St. Mr. and Mrs. Edmund P. Reynebeau, 333 W. Wisconsin Ave., are parents of the bridegroom.

Mrs. James Delie, Kaukauna, a sister of the bride, attended as matron of honor. Mrs. Terry Howard and Miss Joy Reynebeau were brides-

maids. Charles Hill performed the duties of best man. Robert Reynebeau and Gerald DeLain were groomsmen. Richard DeLain and Jerry Olm shared ushering duties.

A reception was held at Van Abel's, Hollandtown.

Mr. Reynebeau is employed by International Wire Works, Menasha.

After a wedding trip to Las Vegas, Nev., the couple will reside in Appleton.



Mrs. J. C. Hoffmann

groomsmen. Guests were seated by John Polzin and Harold Baumann.

The newlyweds greeted guests at a reception at Fischer's Riviera Supper Club.

Mrs. Hoffmann attended Wisconsin State University-Stevens Point and is employed as a secretary at FWD Corporation. Her husband attended Indiana University, Bloomington, Ind. He is engaged in farming.

The couple will reside at route 2.

## Pair Weds In Double Ring Rite

Miss Jacqueline K. Sievers and Joseph L. Ver Voort Jr. were married in a double ring rite at 1 p.m. Saturday. The Rev. Timon Costello performed the ceremony at St. Joseph Catholic Church.

Parents of the couple are Mr. and Mrs. Gordon Siebers, 1202 W. Spring St., and Mr. and Mrs. Joseph L. Ver Voort, 219 Locks Court, Kimberly.

Miss Peggy Wienandt served as maid of honor. Bridesmaids were Miss Tona Sievers and Miss Holly Sievers.

Performing the duties of best man was Dennis Byrne. William Lambie and Scott Sievers were groomsmen. Guests were seated by John Bauer and Al Boehler.

The newlyweds were honored at a reception at The Forester.

Mrs. Ver Voort is employed as a receptionist at Aid Association for Lutherans. Her husband is a machinist apprentice with Becker Engineering, Menasha.

The couple will reside in Appleton.

## Pair Will Honeymoon In Texas

CHILTON — St. Mary Catholic Church was the setting for the 1:30 p.m. Saturday wedding of Miss Janice Woelfel and Robert Miller. The Rev. Leonard Woelfel, an uncle of the bride, performed the double ring rite.

Parents of the bride are Mr. and Mrs. Henry Woelfel, route 2. The bridegroom is the son of Mr. and Mrs. Clayton Miller, route 1.

Miss Carol Woelfel, Manitowoc, was chosen by her

## Mrs. Philo Close Virginia Home of Newlyweds

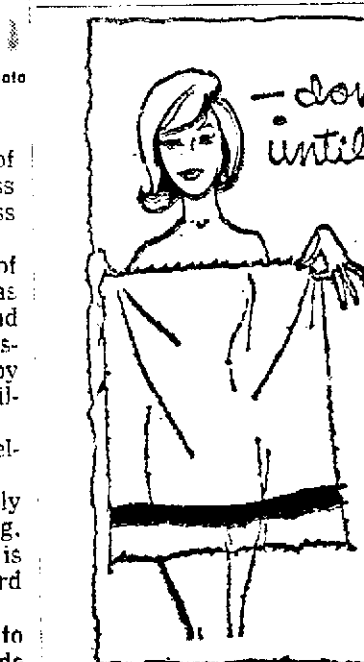
Miss Amy Elizabeth Hegard and Philo Martin Close exchanged wedding promises in a 3 p.m. Saturday ceremony at Trinity English Evangelical Lutheran Church. The Rev. Christian J. Thearle officiated.

Parents of the bride are Mr. and Mrs. Theodore Hegard, 1524 W. Harris St. The bridegroom is the son of Mr. and Mrs. Kenneth Close, 1419 S. Walden Ave.

Mrs. Kenneth Close Jr., Combined Locks, a sister-in-law of the bridegroom, was matron of honor. Bridesmaids were Miss Janelle Hamous and Miss Roberta Goodyear.

Kenneth Close Jr. served as best man. Charles Close and Edward Bendixen were groomsmen. Henry Close acted as ring bearer. Dale Chandler and Glen Westphal were ushers.

The bridegroom is a corporal with the Marines. He has served in Vietnam and will be



Mrs. Robert Miller

sister to attend as maid of honor. Bridesmaids were Miss Dawn Robertson and Miss Susan Miller.

James Miller, a brother of the bridegroom, served as best man. Ronald Teske and Herbert Woelfel are groomsmen. Guests were seated by Paul Doelfel and Thomas Miller.

A reception was held at Heller's Hall, Brant.

Mrs. Miller attended Holy Family School of Nursing, Manitowoc. Her husband is employed at Glen's Standard Service.

After a wedding trip to Texas, the couple will reside in Appleton.

**SHOULD HE WEAR A WEDDING RING?**

No law says he has to. But in most cases he wants to and does. That's why we have a very large selection of matched wedding ring sets in yellow gold, white gold, two-tone golds—in all modern styles and textures. Simple gold bands too! Here we can show only a few, but come and see! We guarantee that you'll find a style that both of you will like and wear with joy forever.

**1/2 PRICE SALE of \$25<sup>00</sup> and \$30<sup>00</sup> COLD WAVES!**

Nationally Advertised Luxurious Permanents

17.50 SOFT CURL WAVE ..... **\$8<sup>75</sup>**

**FROSTING SPECIAL**  
Mon., Tues., Wed. **\$12.75**  
Highlight That New Cut!

**100% Regis-EXCLUSIVELY BEAUTY SALON**

FREE PARKING — REAR

507 W. College — Phone 733-4409

**SHOULD HE WEAR A WEDDING RING?**

No law says he has to. But in most cases he wants to and does. That's why we have a very large selection of matched wedding ring sets in yellow gold, white gold, two-tone golds—in all modern styles and textures. Simple gold bands too! Here we can show only a few, but come and see! We guarantee that you'll find a style that both of you will like and wear with joy forever.

**Wills INC. JEWELERS SINCE 1923**

Credit Terms or Layaway

**201 W. College 734-7188**

**IN PRECIOUS 14K GOLD**

Smartly red duo, orn styling. **\$25.**

21B. Very intriguing contemporary design! Each **\$25.**

Sparkling of yellow and gold. Each **\$30.**

21D. Heart garland, in two-tone gold. Each **\$30.**

For today's two-tone gold. **\$20.**

21F. Diamond insets on flared gold. Each **\$45.**

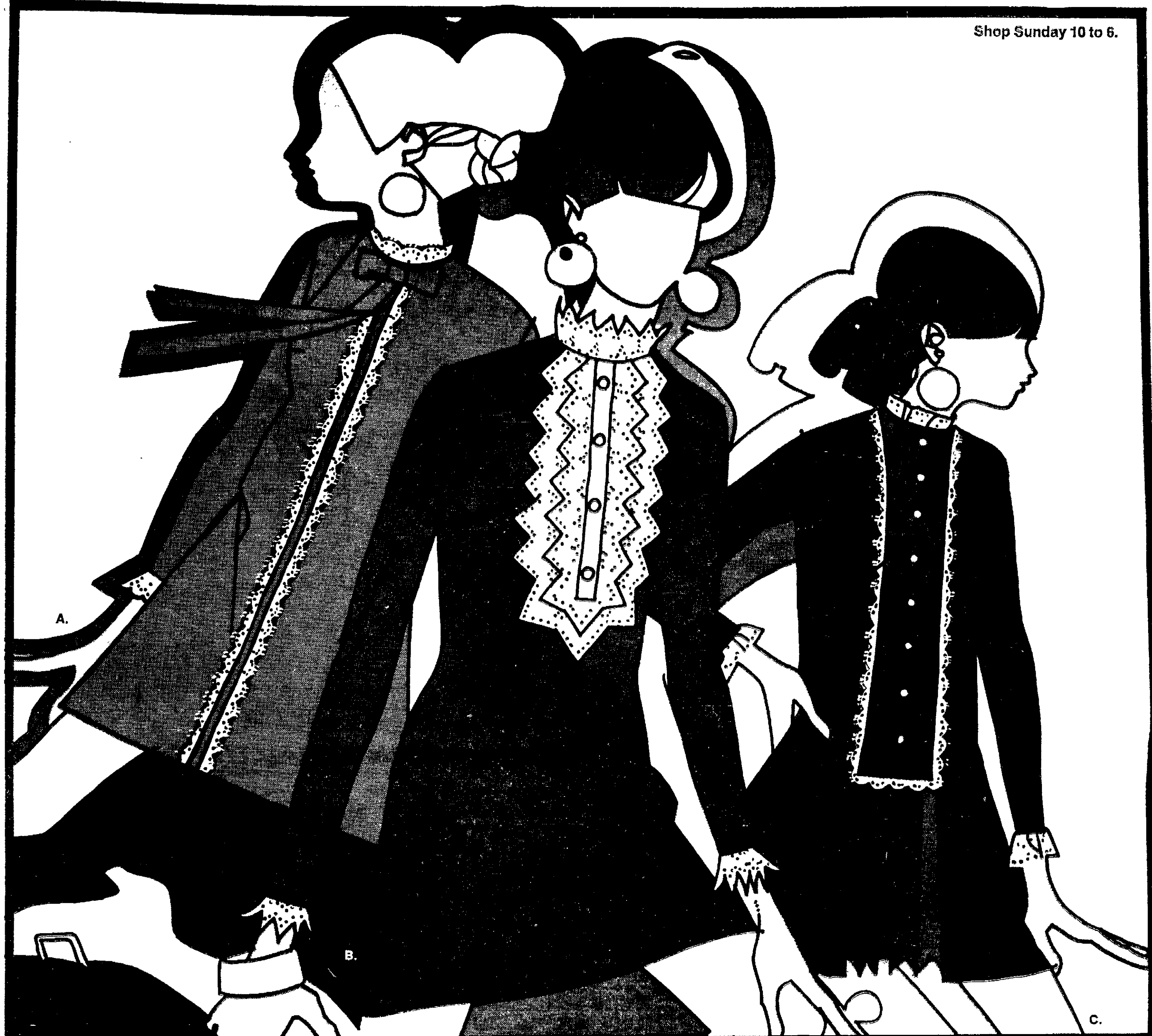
Lustrous white diamond. Each **\$45.**

21H. Diamonds galore for man and wife. Each **\$119.00**

Entered in show pages



Shop Sunday 10 to 6.



Should a lady  
propose to a  
gentleman  
when she is wearing  
her Susan Wells?  
navy and lace?

Our guess is she won't have to. He'll probably beat her to it. These T.I. romantic delights are so fitting and flattering. True-blue navy in Bond-a-lined Celanese® Acetate Tiara Crepe with a fresh frosting of sugary white lace. Likely to make a girl irresistible. And they're almost irresistibly low priced at T.I.

Only 8.97

- A. Coquettish velvet bow and trim. Junior sizes 7 to 15.
- B. Fluted and fluttery permanent pleat jabot to frame a pretty face. Junior petite sizes 3 to 11.
- C. A showing of pearly buttons in the lace edged panel. Five deep front pleats. Junior petite sizes 3 to 11.

**Treasure Island**

Open weekdays 10 to 10, Sundays 10 to 6, Bluemound and W. College Avenue.

BY M. K. REED  
Of Lawrence University

For Dorothy Draheim to stand pat, she first would have to be glued to the floor. The sprightly, energetic and irrepressible registrar of Lawrence University, who just recently passed the 25-year mark in her post, is regarded by students, alumni and friends as a prime example of the idea that life is growth.

A depression era Lawrence

graduate who began as a secretary in the Conservatory of Music in 1933, Miss Draheim has guided the university's record keeping through two major changes, has sympathetically straddled the generation gap and has become an ardent and self-taught naturalist. For a late-bloomer who was over 40 years old when she learned to ski, broke an ankle and went right back to the slopes, it is

characteristic that her horizons continue to broaden.

#### Candidate for Office

In the past two years she has participated in a national conference on selective service, has spoken frequently on contemporary attitudes of young people, has been elected to a three-year term on the board of directors of the Fox River Area Girl Scout Council and, most recently, has become a candidate for public office.

On the brink of a primary race for alderman from the 14th ward in Appleton, Miss Draheim confided that "it's like being at the top of a hill you've never been down before."

"The idea of participating actively in local politics had crossed my mind before this," she went on to say, "but not until the suggestion was broached by people whose support both surprised and pleased me did the venture take on realistic proportions. My decision to enter the race springs from the conviction that women should be involved in things which concern them so vitally."

As the only woman candidate to run in the primaries for a common council seat, Miss Draheim is the daughter of a cheesemaker. She was born in Manitowoc County "long enough ago to remember my grandfather driving a pair of spanking bays to the county fair." Her interested and energetic mother still lives in the area, just a half mile from the original family homestead.

#### Appleton High Graduate

Miss Draheim received her early education in a one-room

country school and went on as a tuition pupil to Appleton High School, where she was a member of the last class to graduate from the old building, now the Morgan School. She earned a degree in public school music but "was deterred from a career in music by two things. The first was the result of the 1929 Depression and the second was the discovery that when the 7th grade youngsters in the first row stood up to sing, I couldn't see over their heads."

As secretary in the conservatory, Miss Draheim got her initial experience in keeping records and then became assistant to Registrar Clarence E. Deakins. In 1942 President Barrows appointed her registrar — to whose efficiency and mathematics are entrusted all course schedules, grade reports, enrollment studies and the permanent records of students.

During her tenure Miss Draheim has marshaled thousands of grades and has supervised two major alterations in method, once when Lawrence changed from semesters to the three-term system and again with the transfer of records to the 1620 computer, a task that is still being done.

"I've particularly enjoyed my continuing and close relationship with the faculty and my contacts with students, often those who are following an unconventional program, and these programs are proliferating," she added.

#### Adjusts To Computers

An avid reader who meditates on books like "The Structure of Scientific Revolu-

tion" while sorting grade cards, Miss Draheim has adjusted easily to the computer era. Her adaptability, wit and youthful viewpoint are appreciated both by the faculty committee on administration of which she is the long-term secretary and by students who regularly invite her to the annual encampment and think of her as "really cool."

A sympathetic observer of two generations, Miss Draheim spoke recently to a regional Girl Scout conference and to local groups on the attitudes of today's students, which she sees as "the natural result of forces put in motion by affluence and the new recognition of the individual."

"I think it is far more difficult to be a young person today," she continued, "because the individual has more choices to make and fewer imperatives of the kinds that shaped our lives. Students are perforce experimenting with unstructured approaches to living because of the changes that have torn apart formerly dependable social and economic institutions."

An advocate of some kind of bridge between what was good in the past and what is inevitable in the future, Miss Draheim believes that the generation gap is a social constant, but "sometimes it shows more than at other times."

#### Ideas Turn Tack

Her receptivity to new ideas has more than once turned her own life on a different tack.

"About 12 years ago I had an opportunity to develop what had been only a latent

interest in the world outdoors," she recalled. Exchanging her sling-back shoes for a pair of eight-inch hiking boots, the former roadside picnicker eagerly took to the trails — in the Rocky Mountains, the Great Smokies, along the Pacific Coast. Whether tramping in Europe or canoeing in the rugged Quetico-Superior, Miss Draheim made it a point to study the plants, birds, trees, stones and wild life of the area.

With Miss Mary Morton, dean of Women at Lawrence, Miss Draheim purchased a 40-acre tract of wild land west of Appleton where they go to watch birds. Closer to home, they also took on a wild back yard at 1701 N. McDonald Street, completely remade the clay soil and created an enviable garden that includes roses, wild flowers and shrubbery.

#### Active in Groups

A former president of both the Business and Professional Women's Club in Appleton and the Wisconsin Association of Collegiate Registrars and Admissions Officers, Miss Draheim added scout work and the Audubon Society to her activities.

The civic interests that recently propelled her to the political realm also are growing. "When you listen to people talk about what Appleton needs," she said, "you begin to worry about holes in the road and the relationship of the school board and the common council, and you begin to get excited about problems like new bridges across the Fox River, annexation of areas into which the city is bound to grow, the impact of organizations like the Fox Valley Council of Governments."

## College Activities

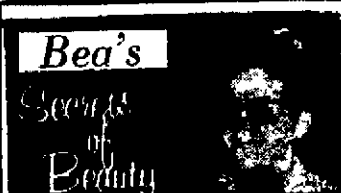
NORTHFIELD, Minn. — Richard S. Blackburn, son of Mr. and Mrs. Andrew Blackburn, 902 E. North St., Appleton, is directing and acting in the all-student produced musical "Kismet" planned at Carleton College. The senior math major has previously directed one musical, produced two others and conducted the orchestra for another.

BLOOMINGTON, Ill. — Miss Sherrill Ann Zehr was initiated into the Illinois Wesleyan University chapter of Alpha Gamma Delta sorority in ceremonies Feb. 17 and 18. She is the daughter of Mr. and Mrs. Warren Zehr, 1831 N. Eugene St., Appleton.

LEWISBURG, Pa. — Miss Cheryl Elise Wilke, daughter of Mr. and Mrs. William F.

Wilke, 430 E. Greenfield St., Appleton, has pledged Phi Mu sorority at Bucknell University.

MEXICO CITY — Miss Irene Ruys, daughter of Mr. and Mrs. Albert Ruys, 528 S. Washington St., Kimberly, is attending the University of the Americas — which enrolls more Americans than any other institution of higher learning outside the United States. Miss Ruys has previously studied at St. Norbert College, De Pere.



If you are trying to choose between nylon and natural bristle brushes for your hair, it is safe to say you will never go wrong with the latter. Being hair, natural bristles are more compatible to your own. Then too their resiliency prevents breaking and split ends, and they hold moisture.

A little more costly initially, natural bristles with proper care could very well last a lifetime. Wipe bristles clean with a towel, remove loose hair from the tufts and make it a practice to wash your brush as regularly as you shampoo your hair.

Make it a practice also, to rely on BEA'S BEAUTY SALON for permanent hair styling. Give your hair a lift. Why not make your appointment today? Phone 734-0707. Our location is 225 E. College Ave.

#### TIP OF THE WEEK

After washing a brush, dry in the open air at room temperature.



An Enthusiastic Camper, in the off-season Dorothy Draheim looks after her plants at home at 1701 N. McDonald St.

## Do You Know What the Hartley Health Toner Does?

Hartley Health Toner is an amazing electrical device that jars nerves and muscles with low amperage current to get them to do jobs they are no longer capable of doing themselves. Everyone knows that our bodies generate electrical impulses. This is how our body moves. It sends impulses to the brain. Our body can only generate about one-half volt. Sometimes when we are afflicted with illness, our body cannot generate even this amount, thus the reason Hartley Health Toner is so amazing. It helps these impulses work. "We have worked with paralyzed people and got them up and walking," reports Mrs. Jo Muschke, consultant, adding that "We also helped people with nerve deafness. In some cases, hearing was restored with one treatment." Hundreds of people throughout the area have been using the Hartley Health Toner in programs of daily massage to alleviate pain and discomfort of

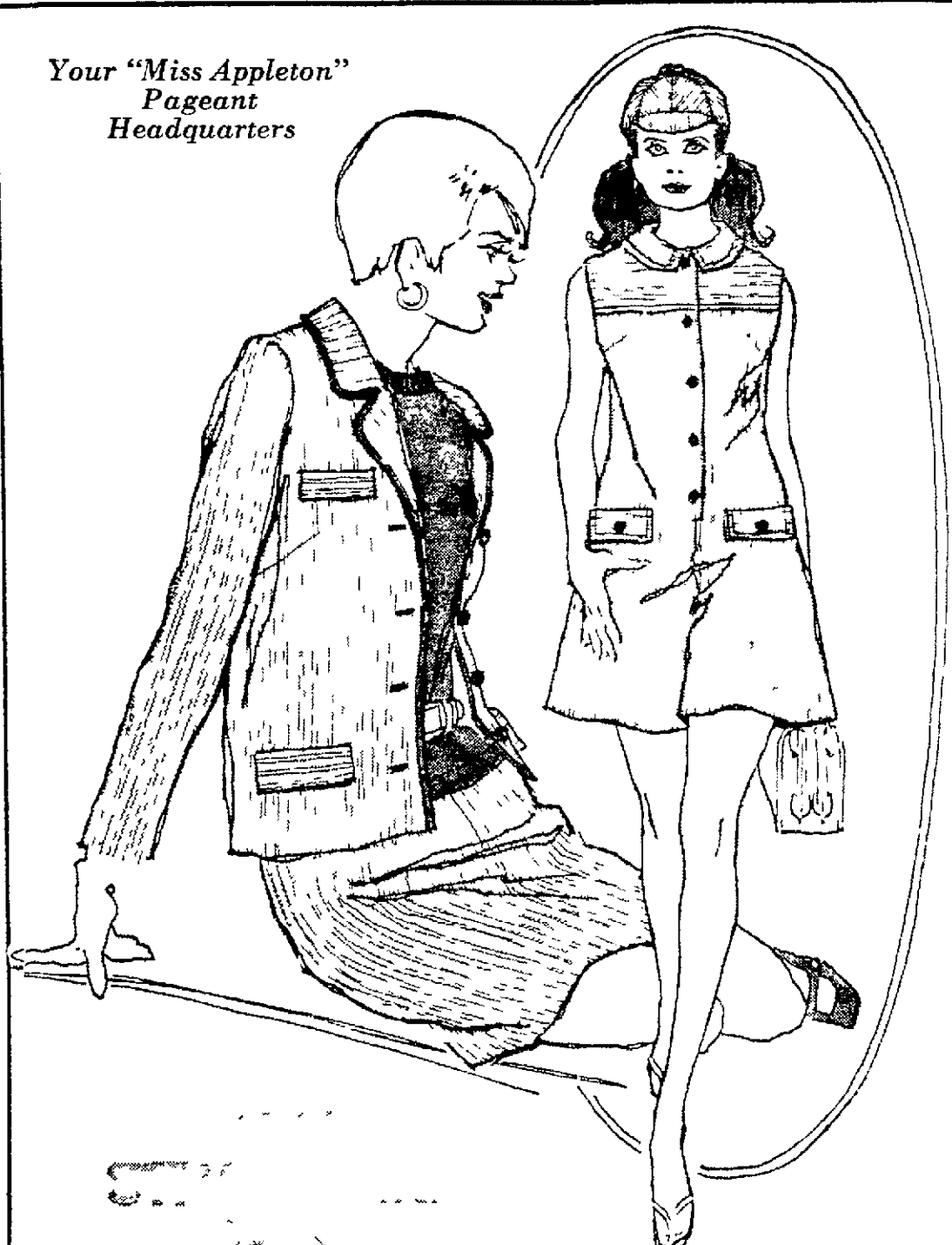
poor circulation, rheumatism, emphysema and arthritis.

Mr. Hartley, owner and manufacturer of the Health Toner, points out however that he ascribes no medical miracles to his device, but he has studied other electrical massage devices on the market and his differs from most of the others in that he uses an alternating rather than a direct current. He also uses an adjustable voltage with a low current (amperes). He believes that current promotes better circulation and that many health problems are related to poor circulation.

You are invited to contact the firm to arrange for a personal demonstration, and try it out on your Rental Plan. For complete information on this amazing new technique of alleviating pain, contact the Hartley Health Toner Center, 315 W. College Ave., Appleton, Wis. or phone 734-3761. Open daily 9 a.m. to 5 p.m., Saturday 9 a.m. to 12 Noon. ADV.



Miss Dorothy Draheim, registrar of Lawrence University, confers with her secretary, Mrs. Thomas Newman (Jack Barta Photos)



Pinstripes point to summer in chipper cotton cords coordinated for sun-loving juniors! By Strawberry Patch in wheat with navy, sizes 5 to 13. Piped blazer — 16.00... belted A-line skirt — 9.00... sleeveless culotte shift — 16.00... solid tee-knit — 6.00... jockey cap — 4.00.

**Newmans**  
228 W. College Ave.  
Shop Mon. 9.30 to 9

*Naturalizer*  
THE SHOE WITH THE BEAUTIFUL FIT

Elegant—the Naturalizer buckled pump

"Spring is just around the corner!"

A smooth pump with flattering higher heel and matching buckle, trimmed with an edge of gold.

- Sunset Orange
- Shannon Green
- Sun Yellow
- Navy Blue Calf
- Brown Patent

**\$18<sup>99</sup>**

**GLOUDEMANS**  
SHOE DEPARTMENT

**HELD OVER ONE MORE WEEK**

**SINGER ZIG-ZAG Sewing Machine**

**HELD OVER ONE MORE WEEK**

**ZIG-ZAG SEWING MACHINE WITH CASE!**

**Only \$88**

This zig zag marvel sews buttonholes, buttons; darts, mends and monograms without attachments. It's quiet, has a full range speed control. Case included.

**A CREDIT PLAN DESIGNED TO FIT EVERY BUDGET!**

**SINGER**  
What's new for tomorrow is at SINGER today!  
APPLETON: 216 E. College Ave., Phone 734-4524  
OSHKOSH: 417 Main St., Phone 235-4670



# Plan Now for Workable Wardrobe

BY Jackie Krug  
Post-Crescent Fashion Editor

If you have checked any of the spring clothes in ready-to-wear departments of Fox Valley stores, you know that spring 1968 will be one of the most exciting seasons for fashions in some time.

Now is the time to start planning. The steps to a well-planned seasonal wardrobe are simple and will take little of your time.

It may take some fun out of the buying, but you'll be better off in the long run if you begin by planning what you will need to carry you through the season. This is not as difficult as it may sound. Since clothes, the number and style, are dictated by the things you will be doing, a quick review of the activities planned for this spring and your activities of last season will provide you with a fairly sound idea of the kinds of clothes you will need.

**Balance Wardrobe**  
If the bulk of your spring activities centers around sports or active doings, you will want to make this the largest part of your wardrobe. If you are a working girl, the greatest portion of your clothes budget will go for clothing suitable for the office. The housewife will want to balance her closet to include things to wear around the house and costumes for club or shopping activities.

Take into account your evening activities. If you plan on summer theatre or cocktail events, you will want several dresses or ensembles to take you through these. Single girls might add a couple of outfits suitable for spring and summer dating.

Planning your wardrobe to conform to your expected activities will eliminate the problem of ending up with a dozen evening frocks just when you need one for an afternoon tea.

## Total Fashion Look

The era of total fashion is here, and you cannot stop planning at just dresses or separates combinations. You must account for everything from shoes to hats. When you begin your buying, think in terms of overall looks.

Most of us cannot afford a different set of accessories for every outfit we buy. Plan ahead so you can mix and match your shoes, bag, hat and gloves to serve several dresses or suits. In coordinating accessories, be careful not to fall into the rut of building a wardrobe around one color scheme.

Colors have changed so much in the past few years, it is almost impossible to mix them wrongly. Try different things with your colored accessories. You may save yourself the expense of another hat or another pair of shoes.

And don't overlook hose. Spring is close and the heavier, very dark stockings may be uncomfortable, but hose still is very much a part of the total look. Colored stockings are available in almost any shade you can think of. They are sheerer than last winter's, but almost indispensable in a really balanced wardrobe. Be brave and invest in some of the glitter hose, available in several shades from metallics and browns to pastels.

## Consult Publications

When you have a fair idea of what you will be needing, consult newspapers and magazines to catch up on the season's fashion trends. Newspapers and fashion magazines serve a real purpose here,

even though many of the things you see in your newspaper are releases from large fashion houses and many of them run in the couture price range.

Of course, most of us cannot afford to spend anywhere from \$100 to \$1,000 for a dress or ensemble. Fashion releases published in most newspapers are not to tell you what to buy, but to tell you what to look for in buying.

From the photographs and stories you see and read, it is easy to determine what the big seasonal trends will be. Use these publications as buying guides. Look for the trends you read about on the racks of local ready-to-wear outlets.

Fabrics, silhouettes and

styling details used by most designers in high priced couture will be duplicated or borrowed for moderate priced ready-to-wear. Many designs are copied for production at a lower cost.

When you do start to get down to purchasing, try your selection on, not only to test the fit, but also to test the style. The dress that is absolutely irresistible on the hanger, perhaps should stay there. Ruffles will be seen a lot this year, but if a high ruffy collar makes you look like you have no neck, don't buy it. If the "in" color of the season is not becoming to you, then select a flattering shade.

Fashion magazines and newspaper stories are meant

to be used as guides. There is no rule that says you have to have at least one outfit in "the" color, or that you have to wear your skirts six inches above the knees and frame your face in frou frou because the models do.

These are guidelines, places from which to begin. Make your final selections on the bases of what you need for your activities and what looks best on you.

Shriners Auxiliary will meet for a dessert luncheon at 1 p.m. Monday at the Masonic Temple. Chairman will be Mrs. Elmer Dalke, assisted by co-chairman, Mrs. Alex Pierre, and committee members, Mrs. Gen Rechner, Mrs. Max Hamilton and Mrs. John Lindstrom.

The Rev. Richard Mauthe will speak on "The Confused Catholic in the Ecumenical

Age" before Ladies of St. Bernadette when the group meets at 8 p.m. Monday in the school cafeteria. Mrs. Gordon Gehrman also will discuss the abortion law and related bills. Lunch chairman will be Mrs. Ralph DeDecker.

The Appleton Homemakers District 12 have scheduled a cosmetics demonstration for their 1:45 p.m. meeting Wednesday in the parish hall of the Trinity English Evangeli-

cal Lutheran Church. Co-chairmen will be Miss Rose McDaniel and Mrs. Gus Berendt.

GREENVILLE — The South Greenville Grange plans its benefit card party for 8 p.m. Saturday. Mr. and Mrs. Isaac Hart are chairmen. They are assisted by Mr. and Mrs. John Much, Mr. and Mrs. Herbert Wickesberg, Ben Wickesberg and Miss Lena Schultz.

## Meeting Notes

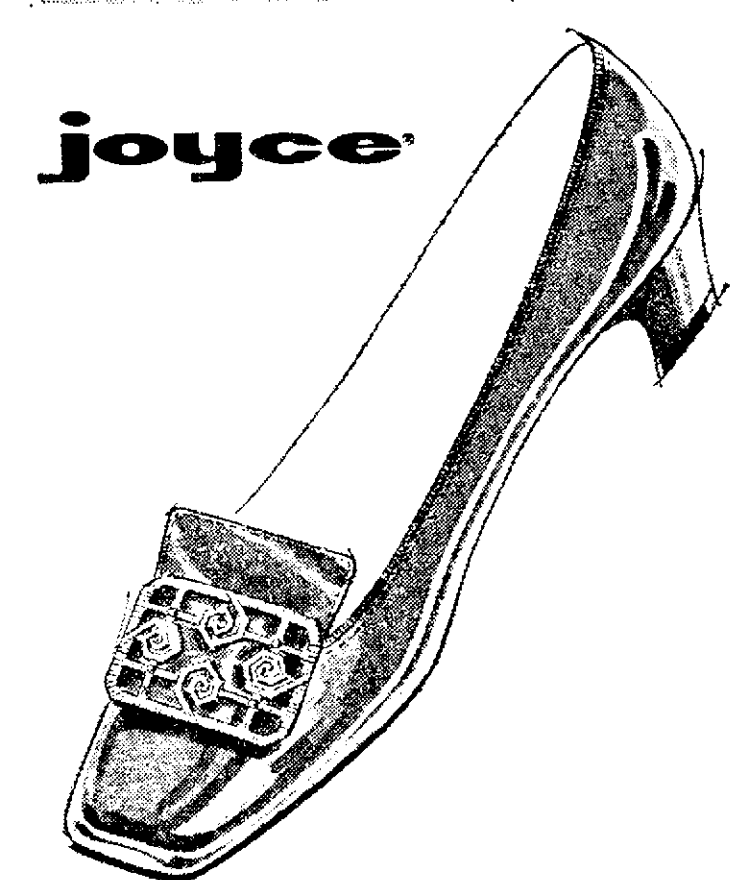
## Meeting Notes

Eta Chapter of Beta Sigma Phi will meet at 7:30 p.m. Monday at the home of Miss Jeanette Kolosso. The program, "The Printed Word and Your Life," will be presented by Misses Jackie Boldt, Karen Timm and Marilyn Maass.

The Appleton SPEBSQSA will rehearse at 8 p.m. Monday at the Forester Club.

## the shoe box

107 W. College Ave.

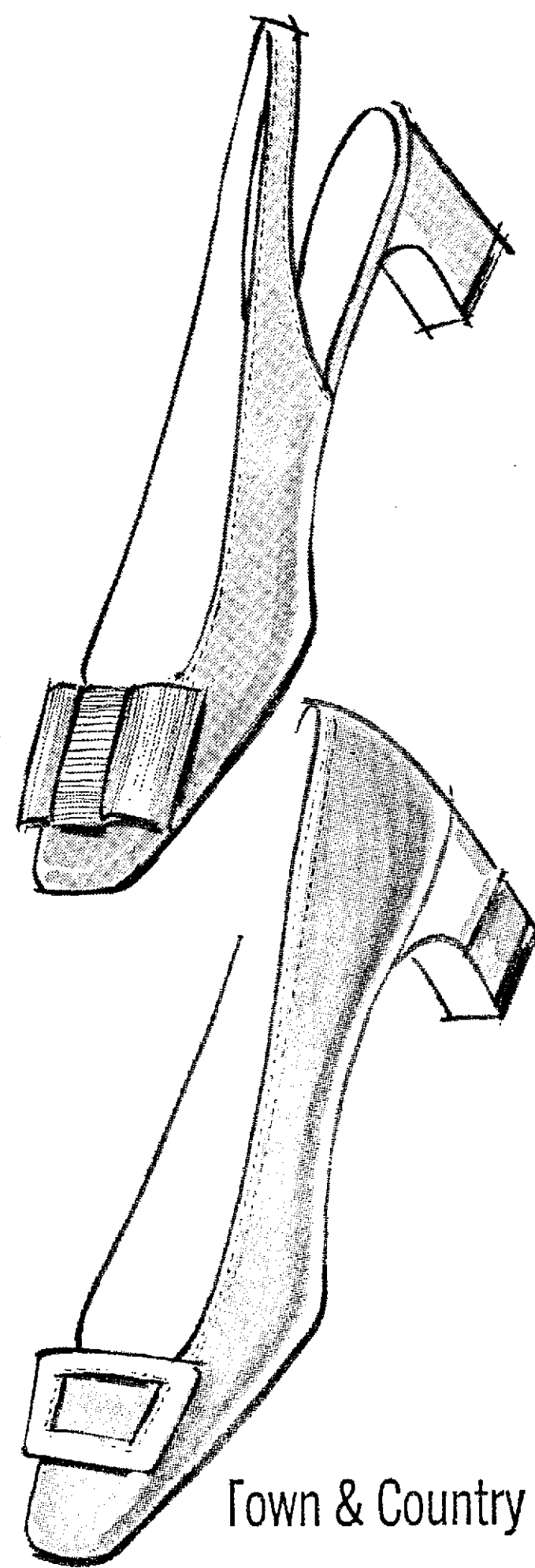


First Award, Joyce's  
New Prize Winner  
\$18

It's thunderous applause for this prize winning silhouette. "First Award" is up on its toe . . . down on its smart low heel and buckled bright in vivid, verry colors. Definitely right. Black, brown or blue patent. 5 1/2-10, AAA-B.

The Shoe Box—107 W. College Avenue

H.C. Prange Co.



From Little Girls  
to Big Girls in  
T & C Footwear

Town & Country flaunts shoes that are puppy soft and puddle shiny for spring. Sportin' buckles and bows, these new shapings will bring out the "little girl" even in big girls. Bottom shoe: Duet—buckled black patent/matte calf trim, bone/blonde trim, green/glowing trim, \$16. Top shoe: Great Scott—sling back with fabric bow in blue or bone kid, \$17. Sizes 5-10, AAAA-B. Matching bags, \$12.

Shoe Salon—Third Floor



No Beating Around the Bush!  
Estee Lauder's the Berries

Estee Lauder creates the "Berry Stains" . . . a revolutionary new formula making its debut in romantic berry-stain colors. The Berry Stains are six delicious sticks of just-picked fruit color that will capture every modern-day lipstick wearer. These deeper, crushed-berry shades are blended from a unique see-right-through-them formula that brings out natural lip color potential. Berry shades—Mulberry, CocoaBerry, China-berry, Cranberry, Bittersweet and Walnut. Candied shades—Butterscotch, Ginger Peel, Pink Mint and Peach Brandy, \$3.

Cosmetics—Street Floor





Mrs. Thomas Martin, professionally known as Ruth V. Martin, carefully inserts miniature flowers as a finishing touch to a tiny wedding scene inside the diamond dusted gourd she holds in her hand. (Post-Crescent Photos by Robert Baeten)



Tiny Pearls Represent Eggs in the nest of gold to the left. Above, snow white birds perch on a sparkling gourd decorated with pink braid and roses.

## Busy Artist Decorates Gourds

Basements, like attics, tell a story. They are treasure houses that reflect the past, present and future, as well as the unique personalities of their owners.

Mrs. Thomas Martin's basement is no exception. Against one wall is propped a huge, ornate picture frame in the first stages of being antiqued. On another wall, an unfinished, turbaned Indian outlined before a tangle of giant tropical leaves, gazes from his woodblock world at the original paintings surrounding him in neat, colorful rows.

Old-fashioned kitchen chairs, recently returned from a sandblasting treatment, embrace each other in a jumbled heap in the corner; while a long, narrow mosaic rests in the darkened recess nearby.

### Pebbles and Weeds

Along the third wall, runs a rustic worktable decked with strange and wonderful dried weeds arranged in pot-bellied jars and colorful bottles. Beneath the table, rocks and pebbles in all shapes, sizes and colors lie in buckets and boxes.

It is the workshop of an artist whose interests extend beyond the palette and brush. In addition to painting pictures on canvas, sand, sawdust, mirrors, windows, garage doors and basement walls, Ruth V. Martin, as she is known professionally, also refinishes furniture, makes mosaics, builds rock gardens, creates woodblocks and designs ornaments, cards and gift enclosures.

Her formal art education consists solely of a brief series of lessons at the Appleton Vocational, Technical and Adult School. Mrs. Martin's daughter, Mrs. Marvin Hartjes, who lives in Combined Locks and helps her mother with holiday commissions, has had no art training. Both women began painting as children and have let their imaginations and native ability guide them ever since.

### Likes to Experiment

"I guess I like to experiment more than anything,"

said Mrs. Martin by way of explanation when asked about the origin of some of her ideas. Magazines often provide a starting point. She added, but the finished product must evolve from the artist's mind in order to be unique.

A case in point is one of Mrs. Martin's newest hobbies, decorating gourds. About two years ago, she decided to try her hand at egg decorating, a popular pastime among her friends. Finding goose eggs hard to come by and wondering if there might be something different to work with, Mrs. Martin discovered the possibilities of gourds.

Today a mass of green gourds — some short and squat; others long and twisted — covers her basement worktable. All have yawning mouths carved out by Mr. Martin in order to expose the pulpy insides of the fruit to the drying effects of the air.

### Preparing The Gourd

When mold develops and the surface assumes the proper texture, Mrs. Martin scraps a gourd clean until all that remains is the shell, which turns a pale yellow, orange or green. After a coating of gesso inside and out, the gourd is ready to be decorated.

Perhaps the interior suggests an Alpine scene. Using plaster of paris, Mrs. Martin builds tiny Alps before a hand-painted sky complete with puffy clouds. A miniature chalet and a skier or two appear on the landscape. The exterior of the gourd might be painted and glazed or covered with sparkling diamond dust.

Some of her creations show flocked interiors; others are covered with glitter. Jewels, strings of tiny pearls, sequins and gold braid appear in various combinations on the exterior of the gourd; while tiny toadstools, delicate figurines and miniature animals are selected to illustrate the theme of the scene inside.

### Shape Determines Theme

The shape of the gourd often dictates the design, and

because each gourd has its own "personality," Mrs. Martin finds it almost impossible to duplicate a finished product. Equally difficult is parting with the gourds which are distributed to shops where they are sold.

But one small gourd has yet to leave the Martin residence. Almost perfectly round, its exterior is a burnished gold. On the lower edge sits a tiny Spanish coquette dressed in black lace. With miniature fan in hand, she gazes coyly into a small, round mirror which reflects all of the skill and

painstaking care that Ruth V. Martin has invested in her craft.

**CERTIFIED  
Instructors  
on Hand  
(NO CHARGE)  
Daily 1:30 to 5:30  
or By Special  
Appointment  
LAKEROAD LANES  
1015 S. Comm'l., Neenah**



The Easter Bunny makes his appearance before a velvety pink background. The diamond-like jewels and gold braid that adorns his "home" provide a contrast to the red and blue hand-painted designs that carry out the Scandinavian theme of the gourd at right.



Below, Green Gourds appear in the first stage before the air has dried out the exteriors and the pulpy insides. In the foreground, gourds have been scraped out and await a coat of gesso.



**Special**  
Monday thru Saturday  
Feb. 26 thru March 2

**PLAIN SKIRTS**  
Men's and Ladies' **SWEATERS**

Reg. 75¢  
**SPECIAL 50¢ Each**

**AVENUE**  
DRY CLEANERS  
302 W. Wis. Ave. Ph. 4-5800  
Corner Wis. Ave. and N. Superior St.

## BOOK SALE

**STARTS MONDAY MORNING**

Attention Librarians — School Administrators — Parents

- Reference Books
- Dictionaries
- Fiction
- Technical Books
- Pictorial Books
- Non-Fiction
- Histories
- Bibles
- Encyclopedia Sets
- Children's Books
- Books on Music
- Textbooks
- Art Books
- Religion
- Mystery
- Drama

Plus a Tremendous Selection of Outstanding Quality Paper Bound Books

STOCKS WILL BE ADDED TO OUR TABLES EACH DAY, SO PLAN TO VISIT US OFTEN DURING THIS SALE

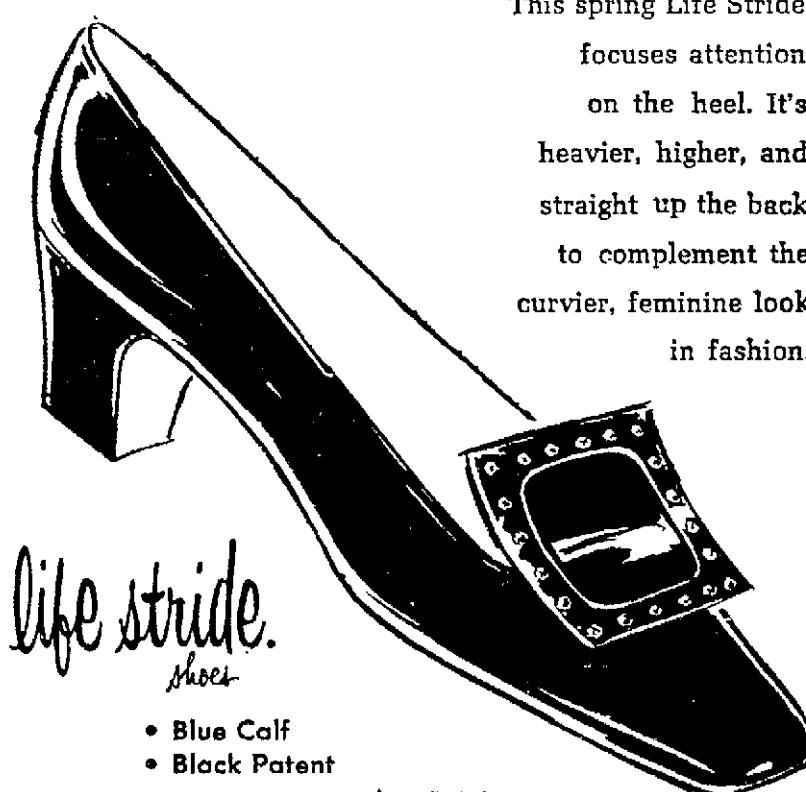
ALSO — PRINTS — FOLIOS — POSTERS

**CONKEY'S BOOK STORE**

226 E. COLLEGE AVE.

### The heel's the deal with Life Stride

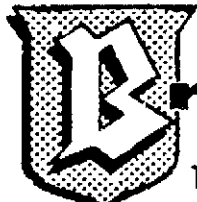
This spring Life Stride focuses attention on the heel. It's heavier, higher, and straight up the back to complement the curvier, feminine look in fashion.



- Blue Calf
- Black Patent

\$16.00

SHOES BY



**Sonny Breitenbach**

128 E. College Ave. 734-9770



**Toni's  
Boutique  
MENASHA**



Belted three piece suit in crisp pure wool worsted with ascot tie, sleeveless blouse. In Red, White, and Blue.

**Bardley**



# Host Should Seat Obese Guest, Avoid Antiques

BY ANN LANDERS

DEAR ANN LANDERS: Why is it that fat women usually have a good bit of blubber between their ears as well as other places?

A relative of mine weighs at least 220. She has a pretty face and in her earlier days



Landers

was considered a luscious morsel. Her memory serves her better than her mirror, however, and I fear she still fancies herself a real cutie pie although her skirts are screaming at the seams and

the zippers are crying for mercy.

Here is the problem: We owned a beautiful antique chair. It was a dainty piece, plush-covered velvet with Queen Anne legs and gracefully curved arms. Every time Fat Stuff came to call she planted herself in that chair. Last night it happened — as I knew it must one day. The back legs gave way and she went crashing to the floor. Fortunately she was not hurt (her natural padding would probably have protected her against a three-story drop), but the chair is in splinters.

My husband picked her up and muttered, "I wish you had sat on the sofa." She replied angrily, "Chairs are to sit on, aren't they? If this thing was for show purposes why didn't you put it in a glass case?"

Is she right about this? When we get the chair repair-

ed how do we prevent a recurrence? — S.O.S.

Dear S.O.S.: A woman who weighs 220 should have known that antique chairs are not suitable for a person of her size.

When obese guests make this mistake the host or hostess should take them gently by the arm (if they have already seated themselves) and say, "I think you would be more comfortable here" — and lead them to safer ground.

DEAR ANN LANDERS: Last year my son (age 20) started to drink heavily and I couldn't do a thing with him. He was never sober long enough to stay in school or hold a job. He started to date a cheap little tramp and before long he lowered his moral standards to her level. After a wild summer he broke up with the girl, settled down and seemed to be doing fairly well.

The girl began to run around with two other boys, alternating according to who was in town. She lived at the home of Boy Number One and had the nerve to cheat on him with Boy Number Two when One was elsewhere on business.

When they caught on to her maneuvering they both cut her dead which caused her to go into a depression. The next thing I knew she was at our house, begging my son to come back to her. Like a fool he agreed and they are going to be married. I know this marriage is doomed but I can't open my mouth because I am only his mother.

What should I say when I tell him I will not attend the wedding? — Stabbed in the Heart

Dear Stabbed: It's too bad you didn't see the direction in which this boy was traveling before he took the detour. No kid gets so far off the beam overnight. A 20-

year-old who "drinks heavily" must surely have manifested some symptoms of severe emotional insecurity long before he hit the bottle. Your son needs help and he has needed it for quite some time, my dear.

As for what to tell him when you refuse to attend the wedding, it will make little difference.

\* \* \* \* \* Give in or lose him . . . when a guy gives you this line, look out! For tips on how to handle the super sex salesman, check Ann Landers' Read her booklet, "Necking and Petting — What Are The Limits?" Send your request to Ann Landers in care of your newspaper, enclosing 50 cents in coin and a long, stamped, self-addressed envelope.

Ann Landers will be glad to help you with your problems. Send them to her in care of this newspaper, enclosing a self-addressed, stamped envelope.

HURRY!  
HALF-PRICE  
COLD WAVES

Shaving was never better. One low price includes perm, styled cut, shampoo and set.

\$15 LORAINÉ \$750

\$20 SMART SET \$10

EARLY BIRD SPECIAL  
Mon — Tues — Wed.  
Shampoo — Set . . . \$1.75\*  
Haircut . . . \$1.50\*  
\*Not in Prices \$1.00 or Higher

VOGUE BEAUTY SALON

210 N. Morrison St., Appleton Phone 734-6000



## Comfort in Family Room

CONTINUED FROM PAGE 1  
It might be a good idea to really sit, as one does to read a book, knit or pursue that favorite hobby. Nothing can be more disheartening than the purchase of a lovely chair only to find it is impossible for a small woman to sit in it without her feet hanging in mid-air. If the man of the family has extremely long legs, this should be considered before the homemaker purchases a chair because it adds just the right touch to the room's color scheme.

### Young Designer

One young designer who had rooms featured at the January home furnishing show was Larry Peabody. Mr. Peabody designs everything from overstuffed furniture to rugs and pillows. His particular approach is one that might be the answer for a young bride who is looking for a furniture style that fills her present

needs but that she eventually, with the purchase of a home, wants for her family room setting.

With his simple and beautifully designed furniture, Mr. Peabody used a neutral background — beiges, blacks and whites — and with accents achieves an individual look. His idea is that anyone wishing to change the appearance of the room can do it by changing the accent colors. In the particular room which he designed for Regal, he made use of what he called the floor to ceiling collection idea — in this case, the collection was a group of Haitian primitive paintings set against a strong colored wall.

Because of its simple, yet appealing design the furniture serves a multitude of purposes — the newly married couple or the couple moving out of a home into a hi-rise apartment or the couple who wants a family room that is a complete departure from the rest of his home's decorating plan — might find this fresh approach appealing.

**Reflects Personality**  
Whatever its needs may be, manufacturers are looking to this new multi-purpose room as a dramatic extension of the homemaker's personality — as a room where she can really be herself. There is little doubt that the almost universal acceptance of the room's premise for comfort and style in the midst of action will see the room become a permanent part of the homes of today.

**FORGET**  
foot discomfort . . . now!

MILLER  
Barefoot Freedom  
AMERICA'S MOST ATTRACTIVE  
SHOES IN COMFORT  
513 E.  
Wisconsin Ave.  
Novelty  
Foot Health Shoes

Open Daily 9:30 A.M. to 5:30 P.M.  
Bergers  
**Grace's**  
100-102 E. COLLEGE AVE.  
APPLETON  
Open Mon. & Fri. Eves. 'til 9

'68 Arrivals from the  
David **CRYSTAL**  
Collections



\$29<sup>98</sup>

Ready for sun-warmed climes, it's the shirt dress in dashing, screen-printed jersey by David Crystal. Of carefree 100% Arnel® triacetate that's washable and never shows a wrinkle. Gold or blue. Sizes 6-16.

CASH • CHARGE • LAYAWAY • Or  
Open a Flexible Budget Account

Corner of Quality • Appleton

. . . sometimes a whisper is heard  
above all the shouting.  
Only Copps sells all center section  
groceries, every day, at the lowest  
legal prices over invoice costs.  
No other Fox Cities area supermarket  
does this. It'll be news when they  
do. Until then, shouldn't you be  
shopping and saving at Copps?

**Copps**

DISCOUNT FOOD STORE

In Shopko Department Store

On Highway 47 Between Appleton and Menasha



# Fox Valley Parents Announce Engagements of Daughters



Lesley Opel

McKee, 924 E. Alton St., Appleton.

Miss Opel and her fiancé are seniors at Lawrence University, where she is majoring in philosophy and religion. Mr. McKee, a member of Phi Delta Theta fraternity, is a psychology student. He plans to continue his studies at Case Western Reserve University School of Medicine, Cleveland, Ohio.

The couple plans an August wedding.

## Graves-Reidenbach

NEW LONDON — The engagement of Miss Janet Marie Graves to Thomas Reidenbach has been announced by her parents, Mr. and Mrs. Lawrence L. Graves, 909 Dickinson St. He is the son of Mr. and Mrs. Gordon Reidenbach, 210 W. Pine St.

Miss Graves is a senior at Lakeland College, Sheboygan. Mr. Reidenbach attends Wisconsin State University-Oshkosh.

## Wild-Arndt

NEENAH — The engagement of Miss Jacqueline Sheila Wild to George William Arndt Jr., has been announced



Jacqueline Wild

by her parents, Mr. and Mrs. Anthony R. Wild, route 2, Neenah. He is the son of Dr. and Mrs. George W. Arndt, 413 Beaulieu Drive.

Miss Wild attends Wisconsin State University-Oshkosh. Her fiancé is a student at Carroll College, Waukesha.

## Grimm-Kane

The engagement of Miss Margaret Grimm to Martin Kane has been announced by her parents, Mr. and Mrs. Ervin Grimm, 112 S. Mason

St. Her fiancé is the son of Mr. and Mrs. L. V. Kane, 1231 W. College Ave.

Miss Grimm was graduated from City College of Cosmetology and is employed at Wayne's Beauty Salon. Her fiancé is a graduate of Appleton School of Vocational, Technical and Adult Education. He is with the advertising department of The Post-Crescent.

The couple plans a September wedding.

## Lloyd-Keefe

An Aug. 17 wedding is planned by Miss Mary Kathryn Lloyd and Thomas John Keefe, Appleton. The announcement has been made by her parents, Mr. and Mrs. Owen Lloyd, 1042 E. Melrose Ave. Her fiancé is the son of Mrs. Rudyard T. Keefe, 1237 N. Main St., Oshkosh, and the late Mr. Keefe.

Miss Lloyd, who was graduated from St. Mary School of Nursing, Milwaukee, is employed by Appleton Memorial Hospital. Her fiancé, who was graduated from Wisconsin State University-Oshkosh and is now attending graduate school at WSU-O, is a teacher at Roosevelt Junior High School.

## Wolfinger-Emmers

KIMBERLY — An autumn wedding is planned by Miss Darlene N. Wolfinger and Gary P. Emmers. The announcement has been made by her parents, Mr. and Mrs. Elmer Wolfinger, 323 Ann St. Her fiancé is the son of Mr.



Miss Darlene Wolfinger

and Mrs. Mark Emmers, 2121 E. John St., Appleton. Miss Wolfinger is employed by the Wisconsin Telephone



Miss Voytek

Co., Appleton. Mr. Emmers was graduated with a B. S. degree in economics from the University of Wisconsin-Madison. He is stationed at Lowry Air Force Base, Col.

## Voytek-Mueller

WARREN, Ohio — The engagement of Miss Karen Voytek to Gregory Mueller has been announced by her parents, Mr. and Mrs. Adam Voytek. Mr. Mueller is the son of Mr. and Mrs. George P. Mueller, 1050 Eden Drive, Neenah.

Miss Voytek was graduated from Marquette University, Milwaukee, and teaches at Messner High School, Milwaukee. Her fiancé attends Marquette University and is a member of Tau Beta Pi and Eta Kappa Nu fraternities.

## Lauer-Paddock

ALMOND — Mr. and Mrs. Bernard Lauer, route 1, have announced the engagement of their daughter Kathleen, to Paul Paddock. He is the son of Mrs. Laurel Paddock, Elkhorn, and the late Mr. Paddock.

Miss Lauer, a graduate of Wisconsin State University-Stevens Point, teaches home economics at Marion High School. Mr. Paddock was graduated with an M. A. degree from the University of Wisconsin and is teaching vocational agriculture at Marion High School.

The couple plans a summer wedding.



Miss Kloeohn

## Kloeohn-Huebner

NEW LONDON — The engagement of Miss LaVonne Kloeohn to Merlyn H. Huebner has been announced by her parents, Mr. and Mrs. Clarence Kloeohn, route 1. He is the son of Mr. and Mrs. Otto Huebner, Fremont.

Miss Kloeohn is a graduate of St. Francis School of Nursing, LaCrosse, and is employed by Theda Clark Memorial Hospital, Neenah. Mr. Huebner is an apprentice mason with Taff F Inc., Appleton.

The couple plans a May 4 wedding.



Janet Graves



Margaret Grimm



Miss Mary Lloyd

## You're Invited To Our Big

• SPECIALS Good Monday, Tuesday, Wednesday Only

# GRAND OPENING

Ray Foster  
District Supervisor

Eddie Snodgrass

## AT OUR NEW LOCATION

3223 W. College Ave. (Across from American Legion Club House)

## FREE CARNATIONS • CANDY For the Kiddies!



Betty Meiko



Don Martin



NOW — regardless of where you live in the Fox Valley area, you'll find a "One Hour Martinizing" location convenient to you. Come in and see for yourself how your clothes can look cleaner, fresher, and brighter than ever before.

These Specials

Good at All Other  
Appleton & Neenah Locations Only

All Ladies' & Men's

## COATS

# \$1.09

Each

# ONE-HOUR MARTINIZING

NEW STORE HOURS — Open Daily 7 A.M. to 9 P.M. — Saturdays 7 A.M. to 6 P.M.





**Ellyn HAIR STYLING SALON**

**SALE!**  
**ZOTOS**  
**American Girl**  
**\$18.50 perm**

**\$9.00**

Style Cut Included

Wonderful things happen when our experts and Miss ZOTOS get together to give you a beautiful coiffure. Save now!

reg. \$12.50  
Creamy Wave  
with cut and set .... **\$6.95**

phone REgent 3-5152  
403 W. College Avenue

**Our diamond "judge" always gives a fair verdict...**

Perhaps you've seen this black Diamondscope in our store. It is our expert diamond "judge." Through scientific magnification and exact lighting, it aids us in offering you reliable facts on the quality of any diamond in our store. This assures you of full measure of diamond beauty and value... whenever you buy from us. The Diamondscope is exclusive with Registered Jewelers of the American Gem Society.

**Knight Jewelers**  
Gemologist  
Diamond Setter — Watchmaker  
220 E. Wis. Ave. — Appleton's Northside  
Open Mon. & Fri. Eves. 'til 9 p.m.

**something SILLY**

... and it's really fashion. Banana curls and corkscrew coils are in vogue for '68. Get your silly "do" at T.I.'s Beauty Salon.

Curly Perm and Silly Styling  
**\$10**

**Treasure Island**

Phone: 733-7460  
Bluemound and W. College Avenue

**LAMP SALE**

Ellenbecker's has purchased a LARGE QUANTITY of REMBRANT'S discontinued LAMP STYLES. Table Lamps, Tray Lamps. This is your chance to purchase a BEAUTIFUL DECORATOR LAMP at a VERY LOW PRICE!

**EXAMPLES:**  
English Brass Traditional Table Lamp. Reg. \$79.95 ..... Special \$48  
Traditional Opaque Porcelain & Brass Table Lamp. Reg. \$89.95 ..... Special \$48  
Traditional Tray Lamp with Imported Marble Tray. Reg. \$136 ..... Special \$68  
Contemporary Tray Lamp with Round Plate Glass Tray. Reg. \$49.95 ..... Special \$28  
Traditional Brass & Ceramic Table Lamp with 3 Side Candles. Reg. \$80 Special \$48  
Early American Pedestal Tray Lamp. Reg. \$98 ..... Special \$68  
Large Traditional Hand Cut Bavarian Ruby Crystal Table Lamp. Reg. \$200 ..... Special \$120

Many, Many Others to Choose from

**Ellenbecker FURNITURE**  
125 E. College Ave. Appleton 733-2422

**Parents Announce Engagements**

**Roehrborn-Liebergen**  
KAUKAUNA — The engagement of Miss Suzanne Roehrborn to Richard Liebergen has been announced by her parents, Mr. and Mrs. Milford Roehrborn, route 2. Her fiancé is the son of Mr. and Mrs. Nestor Liebergen, route 1, Greenleaf. Miss Roehrborn attended City College of Cosmetology, Appleton, and is employed by Bea's Beauty Salon, Appleton. Mr. Liebergen is with Thilmany Pulp & Paper Co.

**Kathleen Ebenhoe Ebenhoe-Milhaupt**  
Mr. and Mrs. Joseph A. Ebenhoe, 916 E. Fremont St., have announced the engagement of their daughter, Kathleen M., to Stephen R. Milhaupt. He is the son of Mr. and Mrs. Robert Milhaupt, 1235 W. Lorain St. Miss Ebenhoe is employed by Universal Paper Corp. Her fiancé attended Wisconsin State University-Stevens Point and is serving with the Army at Fort Gordon, Ga., where he is attending military police school.

**Barlow-Henseler**  
The engagement of Miss Jean Ann Barlow to Robert L. Henseler has been announced by her parents, Mr. and Mrs. Victor Barlow, 1027 W. Spencer St. He is the son of Mr. and Mrs. George Henseler, Hilbert. Miss Barlow is employed by George Banta Co., Inc., Menasha. Mr. Henseler is a senior majoring in accounting at Wisconsin State University-Oshkosh, and a part-time employee of The Exclusive Co., Oshkosh.

**DeKleyn-Schafer**  
MENASHA — A Sept. 14 wedding is planned by Miss Linda DeKleyn and Wilbert Schafer. The couple's engagement has been announced by her parents, Mr. and Mrs. Theodore DeKleyn, 949 E. Fourth St. Her fiancé is the son of Mr. and Mrs. Arthur Eimer, 256 Kaukauna St. Miss DeKleyn is employed by Neenah Foundry Co. Mr. Schafer is with Bergstrom Paper Co., Neenah.

**Meeting Notes**

NAIM Conference will meet at 7:30 p.m. today at St. Margaret Mary Parish Hall, Neenah. The Rev. Cyril Van Heeswyk, assistant pastor, St. Therese Catholic Church, Appleton, will speak. All Catholic widows and widowers have been invited to attend.

A-MARA-CAN Business Club will meet Monday at Biggar's Cocktail Lounge. The cocktail hour has been scheduled for 6:30 p.m. and dinner for 7 p.m. Hans Lorenz will give an informal discussion on interior decoration. The committee for the event will be Mrs. Ruben Popp, Miss Juani ta Prah and Miss Anola Sternipzky.

Chaminade Women's Chorus will sing at 2 p.m. today at Heritage Home, Newberry Road. The group will meet at 7:30 p.m. Tuesday at the Music Room of First English Lutheran Church. The alto section will host the party after the meeting.

MACKVILLE — St. Edward Home-School Association will sponsor a public card party at 8 p.m. today at the school. Prizes will be awarded and lunch served.

Sacred Heart Catholic Church will sponsor its annual Father-Son Banquet at 6 p.m. today in the parish cafeteria. The public is invited to the event which will feature Bob Lloyd as M. C.; Marlow, the Master Magician; and guest speaker, Brother Booker T. Ashe who will discuss "A Christian Views Today."

A bake sale will be conducted by members of World War U Auxiliary Barracks 2336 when the group meets at 7:30 p.m. Monday at the VFW Club. Chairman of the sale will be Mrs. Frank Koch, assisted by co-chairman Mrs. Ernest Miller. A business meeting will precede a social hour. Lunch committee members will be Mrs. Arthur Peters, Mrs. Min Landry and Mrs. Alvin Greunke.

GREENVILLE — The Men's Club of Immanuel Evangelical Lutheran Church will meet at 8 p.m. Tuesday. Frederick Kaphingst, Harold Kaphingst and Edward Kringle will have charge of refreshments.

KAUKAUNA — A rehearsal is planned by the Kaukauna-Little Chute SPEBSQSA for 8:15 p.m. Tuesday at Knights of Columbus hall.

Mrs. Charles Lingelbach, 905 S. Memorial Drive, will be hostess for the 1:30 p.m. Tuesday meeting of Infant Welfare Circle of The King's Daughters.

A 12:30 p.m. cocktail hour will precede a 1 p.m. lunch for the Welcome Wagon newcomers Club Tuesday at the Elks Club. Guest speaker, Dr. H. T. Gross will discuss the Community Blood Center.

Fidelity Chapter 94, Order of Eastern Star, will meet at 7:30 p.m. Wednesday at the Masonic Temple. Obligation night will be observed and a Washington's Birthday Party is planned. Mrs. Florian Heinrich will have charge of refreshments.

"Let's Match Wits" will be the program presented by Mrs. Phil Schroeder at the 7:30 p.m. Wednesday meeting of Iota Chapter of Beta Sigma Phi at the home of Mrs. Robert Diedrich, 836 S. Buchanan St.

The eighth in the current series of mothers' classes sponsored by the Visiting Nurse Association will be at 1:30 p.m. Wednesday at the VNA office, 718 W. Fifth St. "Growth and Development from Birth to Six Years" will be the topic of discussion.

GREENVILLE — The Youth Fellowship of Greenville and Center E.U.B. churches plans a box social at the Center Church Friday evening.

February 25, 1968 Sunday Post-Crescent C 9

**DEE'S BEAUTY BOX**  
229 E. College Ave. Appleton 733-5223

Under New Management  
**ALICE LAPPEN, Manager**  
(Former Owner of Ideal Beauty - Salon on Wisconsin Ave.)

OPERATORS:  
Dorothy Luedike  
Katherine Hietpos

**SPECIAL:**  
Mon. — Tues. — Wed.  
**Shampoo & Set**  
**\$1.75**  
**Hair Cuts . \$1.50**

**SPECIAL! 1/2 Price!**  
Reg. \$15.00 **Luxury Salon Permanent**  
Complete: Shampoo, Set & Styling  
Just ... **\$7.50**

OPEN TUESDAY & THURSDAY EVENINGS

**Would You Believe ...**  
**1968 HEAD MASTERS on sale!**

were \$135.00  
Now **\$110.00**

**BERGGREN'S SPORT SHOP**

203 W. College Ave.  
Appleton — Ph. 733-9536

FOR REAL VALUE  
TRY POST-CRESCENT CLASSIFIED ADS

**LA JARDINIERE**  
**HENRY'S BEAUTY-SALON**  
Henry Baselle, Prop.  
1324 N. Richmond  
734-9175  
(Across From Red Owl)

**FUN TIME UNIFORM**

**LOAFERS BY**

**LAZY-BONES**

**\$8.95 to \$12**  
Antique Brown and Cordovan

**\$9.50**

Exclusive Children's Department at  
**Heckert SHOE CO.**  
in Appleton  
Open Friday Nights 'til 9:00 P.M.

**VACATION BOUND?**  
Now — or next summer!

... do it in a **Serbin** of Miami

"her corner" brings the promise of Sun and even Spring with its colorful selection of new Serbin "Never-Iron" dresses. A variety of cotton fabrics, prints, florals, stripes, checks or solids — all in the Dacron-cotton blend that needs no ironing ever. Long sleeves, roll sleeves, or sleeveless — yours to choose, in lovely shades of mint, tangerine, pineapple, canary yellow, azure blue. A pleasing and colorful selection now awaits you at "her corner" of W. A. Close.

Never-Irons \$19-\$23  
P.S. Ask to see the Dulotte — the dress cultote.

**W.A. Close**  
200 East College Avenue

**her corner**



# Benefits Broadened Changes Sweep Social Security

Fox City area residents receiving social security benefits could be indifferent to the cold December weather, as Congress acted in the last month of 1967 to increase and broaden social security benefits in this new era of social security legislation.

However, the Fox Cities are a taxpayers' assuredly, will carry the load which will bring up to \$175,000 additional benefits to the area.

The legislation to boost benefits and increase participation, by amending the Social Security Law of 1965 is, undoubtedly, an indication of the trend of more welfare benefits to more people at higher rates.

Specifically, the Social Security Amendments of 1967 increased benefits of several existing programs and created new benefits for persons not covered in the past.

They increased cash benefits, special benefits payments to persons 72 or older, minimum allowed earnings of beneficiaries and protection of servicemen and their families.

And they created new benefits for disabled survivors, benefits for persons disabled before age 31, facilitated dependents and survivors of women workers to get benefits, and covered clergymen who failed to sign for old benefits but are not opposed to receiving benefits now.

Medicare benefits also have been broadened and a change was made in payment procedures to reduce the strain caused by red tape on the medicare recipient.

But the taxpayer and his employer will pay for it. The amendments provide for gradual increase in contribu-

tions by them and self-employed.

The earnings base was raised from \$6,600 to \$7,800 effective in February. This means the employee pays Federal Insurance Contribution Act (FICA), or social security tax, on \$7,800 of his annual salary, a \$1,200 increase in taxable income.

Contribution percentages will go up too — slower, but more steady, until in 1987 when employees and employers will pay 5.9 per cent and self-employed 7.9 per cent. The former two pay 4.4 per cent in 1968 while self-employed pay 6.4.

**Provide Surplus**

Social Security officials state that these states will insure present and future beneficiaries of payments and also provides a surplus which will be invested for future use and to pay program administrative costs.

The sweeping amendments were designed to help beneficiaries meet the ever expanding economy and rising cost of living, including medical expenses.

Effective this month, all beneficiaries receive 13 per cent more each month, with a minimum of \$55 for a fully insured worker at age 65. In most cases, this will mean increased payments to dependents and future workers who retire or become disabled.

For example, under the old law maximum payment to a worker could be up to \$168 with up to \$368 for his family. This maximum is raised to \$218 and \$434.40, respectively.

Another significant change allows benefits for survivors of fully insured women who die. The deceased, no longer

need to have current work activity under social security. This could mean about 1,700 children in the Fox Cities area would receive such benefits.

Dependent husbands and widowers also will become recipients under this section.

**Increase Ceiling**

Beneficiaries may earn a maximum of \$1,680, instead of \$1,500, and still receive all social security benefits, effective with the taxable years ending after Dec. 31, 1967.

If their earnings are \$1,680 to \$2,880, \$1 of every \$2 over the maximum will be withheld, and for earnings over \$2,880, \$1 of every \$1 over the maximum will be withheld.

A beneficiary 72 or over may earn as much as he wants and still receive full benefits.

Severely disabled widows or widowers who can't support themselves, can receive benefits at as early an age as 50, instead of 62 or 65, with an actuarial reduction depending on how early they begin.

Persons who become disabled before age 31 will need less quarters of coverage to be insured; in fact, a young worker only needs at least one quarter of coverage for every two elapsed after age 21 up to the date of disablement. His dependents who become eligible under this provision also can receive benefits.

**Broaden Medicare**

Medicare benefits also have become more comprehensive. An additional 60-day reserve, which can be used only once in a lifetime, can be used in addition to the usual 90 days benefits for each hospitalization after at least 60 days out of a hospital or rest home.

Effective April 1, 1968, pathologists and radiologists' charges to patients, while hospitalized, will be paid in full by medicare. Physical therapy under supervision is also covered.

No longer will doctors have the option to refuse assignment of a medicare payment directly to him. This elimi-

# Johnson Tax Program Moving

By PHIL THOMAS  
AP Business Writer  
NEW YORK (AP) — The Johnson administration got part of its tax program moving along the legislative road this past week as well as a hint that the rest of the program isn't necessarily dead.

The House Ways and Means Committee approved measures continuing the automobile and telephone excise taxes at their present levels and speeding up the corporate tax collections.

The committee also instructed the House to take action on a statement be inserted in its report to the House on the tax moves which said its action did not preclude future consideration of the President's proposed 10 per cent surcharge on individual and corporate income taxes.

**Auto Excise**

The committee approved measures to continue the auto excise tax at its present rate of 7 per cent of the manufacturer's price through the end of the 1969 calendar year and then eliminate it by the end of 1972. The telephone service tax will be continued at its present 10 per cent rate through 1969 and then gradually will be eliminated.

The corporate tax collection speed-up calls basically for raising from 70 to 80 per cent the amount of total tax liability corporations must pay quarterly.

Treasury Secretary Henry H. Fowler, who asked that the statement dealing with the surcharge be included in the report, later said administration measures aimed at mending the nation's balance of payments won't be effective unless Congress approves the 10 per cent surcharge. Fowler called the proposal an anti-inflation tax.

**Possible Depression**

He said European nations must help this country and its dollar drain, partly by paying a greater share of defense costs and increasing their aid to underdeveloped countries. He said a lack of cooperation could possibly lead to a worldwide depression.

The administration measures aim at reducing the U.S. balance of payments deficit by \$3 billion this year from the \$3.7 billion deficit of 1967.

In another move to help the balance of payments, a presidential panel said the federal government would try to lure more foreign tourists to the United States with cut-rate travel prices.

**Lower Rates**

The panel said it had enlisted cooperation from the travel industry in seeking lower rates for foreign visitors in hotels and motels and in traveling around the country. It also recommended a 25 per cent discount on round-trip air tickets bought in Europe for the United States—along with a 50 per cent discount on domestic air travel by foreigners.

Meanwhile, William M. Roth, ambassador for trade negotia-

tion, said the solution to the balance of payments problem depended on expanding world trade.

He told a conference in New York: "The U.S. has benefited enormously from its liberal trade policy and from its success in leading the rest of the world in the same direction. We must presently seek still greater net advantages for our trade because of our balance of payments difficulties."

**Wisconsin Manufacturing Rise Predicted**

MADISON (AP)—Wisconsin's economy, lagging slightly behind the rest of the nation, will still see a 54 per cent increase in manufacturing by 1975, a University of Wisconsin survey predicted today.

The project, under direction of Prof. Jon G. Udell, envisioned the increase with only a 12 per cent rise in the number of workers. Udell is director of the UW Bureau of Business, Research and Service.

The study pinpoints manufacturing as the key to the state's economic well-being in the future.

Government employment will increase 45 per cent, retail and wholesale employment 30 per cent, but farm workers will continue a decline at a rate of 23 per cent.

More than 18 million persons will be employed by 1975, the study said, an increase of 290,000 over the present employment level.

**Israeli Music Center Named for American Tenor**

ASHKELON, Israel (AP) — A Richard Tucker Music Center will be built here, as a permanent part of the Kfar Silver Complex.

Proceeds of a recent Zionist Organization of America dinner honoring the American tenor, Tucker, will be used toward the erection of the new music center. It will consist of an auditorium for concerts, a music library, a recording room and a number of studio classrooms.

The new music center will adjoin the agricultural school of Kfar Silver, named for the late American rabbi, Abba Hillel Silver.

Ashkelon is in the southern part of Israel, on the road between the port city of Ashdod and Beersheba.

**60th Million Visitor Talled by Chicago Museum**

CHICAGO (AP) — Chicago's number one tourist attraction — the Museum of Science and Industry — has welcomed its 60 millionth visitor.

It attracted its army of guests in only slightly more than 34 years.

Opened in July 1933, when Chicago was staging the first year of its Century of Progress world's fair, the annual visitation is nearing the 34 million mark.

The museum owes its world renown to the foresight of the late Julius Rosenwald, merchant-millionaire. His \$8 million endowment in the mid-1920s, plus a \$5 million bond issue and donations by school children and women's clubs, made it possible.

It was created by the rehabilitation of the Fine Arts building of the Columbian Exposition of 1893.

**Air Service Opens New India Vacation Area**

TRIVANDRUM, India (AP) — Trivandrum Airport has become international with commencement of air service connecting this city in Kerala state with Colombo, Ceylon.

Kerala state officials said they hope more tourists visiting India en route to Ceylon will now stop off in Kerala to see the many ancient temples and tropical beaches.

**1 Gobbler's Knob, Stockbridge**  
Make a rendezvous with good food at Bill and Elaine Gossner's Gobbler's Knob, Stockbridge. A full menu, including fish, seafood, broasted chicken and steaks, is offered Friday, Saturday and Sunday. Serving starts at 5 p.m. A popular Wednesday night special is tenderloin tips, all you can eat, at \$2.85. Gobbler's Knob is situated just a stone's throw from Lake Winnebago, a popular spot to headquarter for excellent summer fishing and winter ice fishing and sturgeon spearing. You'll find the cozy bar an excellent place to swap big fish stories.

**2 Club Harbor, Village of Pipe**  
Well over 100 years old and steeped in historical lore is Tommy and Evelyn Brown's "Club Harbor," open to diners seven days a week. Located on Highway 55-151 — the old plank road between Fond du Lac and Green Bay — at Pipe Village, the supper club features a complete menu, including a chicken plate lunch, T-bone steaks and specialties in sidoin for two. Serving weekdays from 5 to 10 P.M., Fridays 4:30 to 11:30 P.M. and Sundays 11:30 A.M. to 10 P.M. "The East Shore's Finest!"

**3 The Colony in Fond du Lac**  
One block west of the Rellaw Hotel, The Colony proudly presents something different for your dining pleasure. Serving off the regular menu every night from 5 P.M. to 11 P.M. Also a noon buffet, Mon. thru Fri. from 11:30 to 1:30. Featuring expertly mixed cocktails and entertainment seven nights a week.

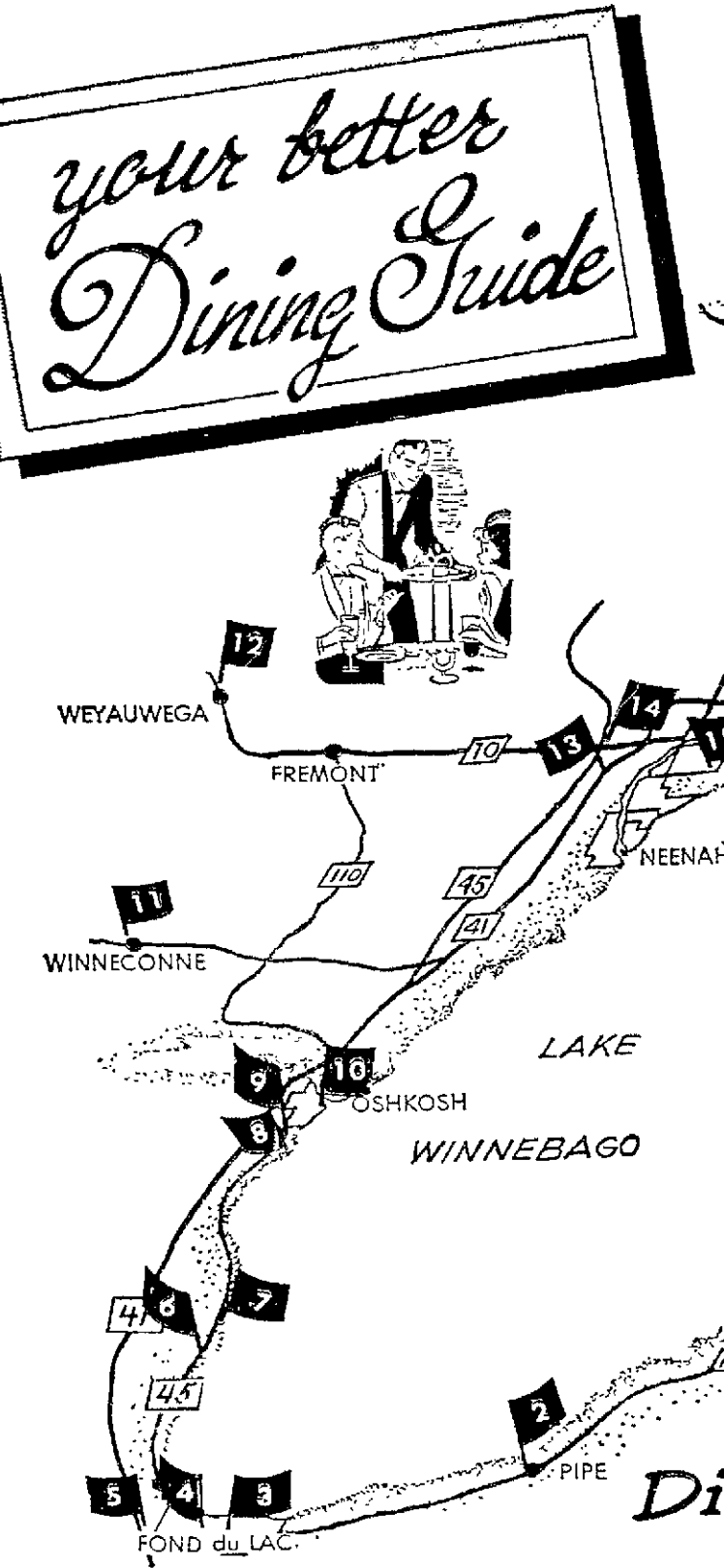
**4 Chef Ervin's Prime Rib**  
Fond du Lac's newest supper club and restaurant, Chef Ervin's Prime Rib, is now open. Noon luncheons and full menu daily. Featuring prime rib every noon. Closed Sundays. The Prime Rib is located at 60 Forrest Ave., Fond du Lac, formerly the Wagon Wheel.

**5 Gazebo Restaurant, Fond du Lac**  
The Gazebo Restaurant at the Dartmoor Inn where hospitality is a philosophy. Here you will find quiet elegance, where all the appointments have been selected with care and good taste. And the food... breakfast, lunch and dinner... prepared by a prodigious chef, master of a large repertoire of European and American dishes... And then there is the Bee-Hive Bar and the Tête A Tête Room where hot hors d'oeuvres are served at cocktail time. Sunday Brunch served from 10 to 2:30 is a very special occasion. Three miles west of Fond du Lac on Highway 41 — The Gazebo Restaurant at the Dartmoor Inn... Phone 414-922-6030 for reservations.

**6 Johnny's On The Lake**  
Five Miles North of Fond du Lac, Highway 45, Lake Shore Road. Enjoy superb dining overlooking beautiful Lake Winnebago. Serving 4:30 to 11:30 daily, closed Mondays. You'll like Johnny's... the friendly atmosphere and the cuisine... AAA... On Highway 45, five miles North of Fond du Lac... Beautifully redecorated for your Dining Pleasure. You'll like Johnny's On The Lake.

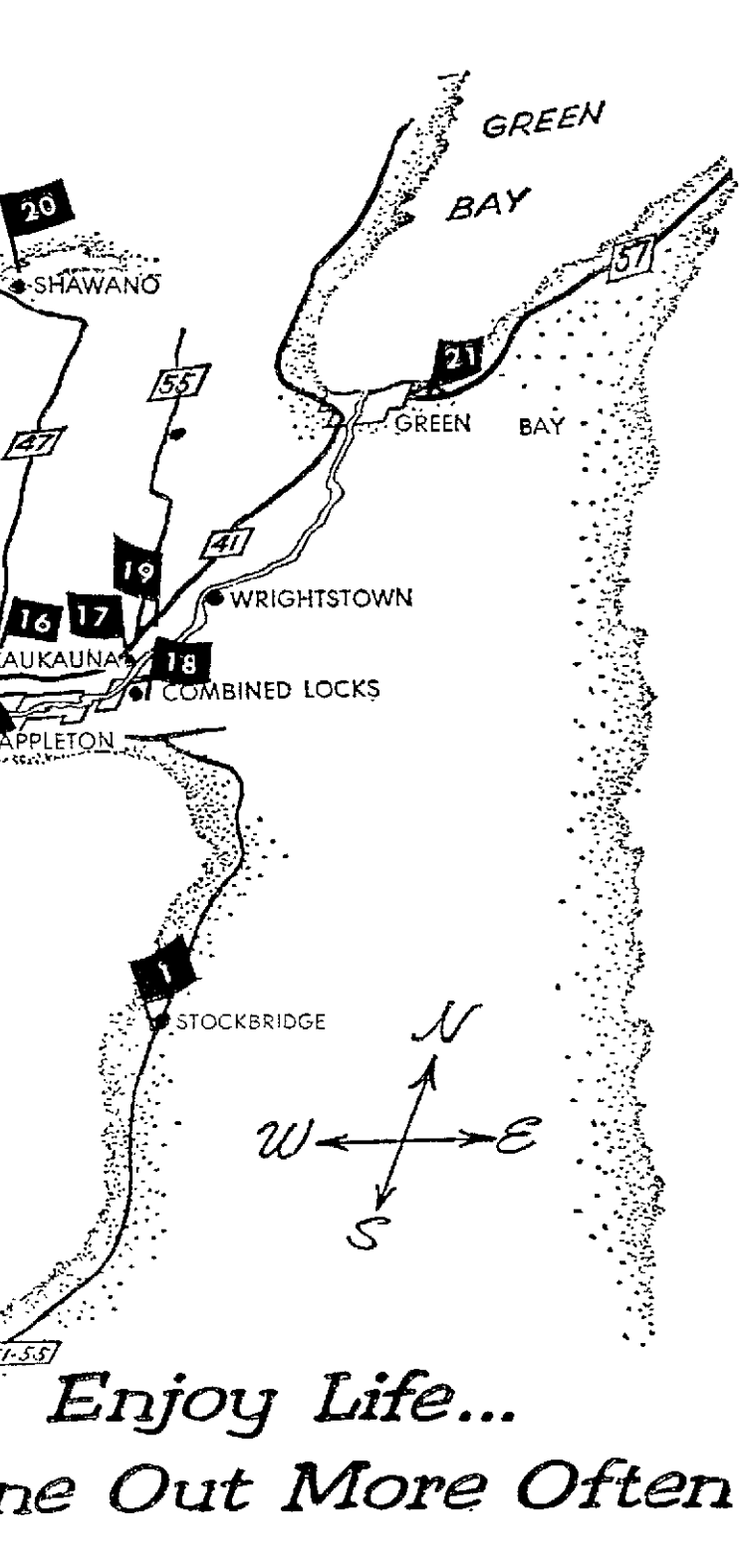
**7 Lake Aire Supper Club**  
Motels and Apartments, Fond du Lac, On Beautiful Lake Winnebago. Located 5 miles north of Fond du Lac on Highway 45, Lake Aire has 24 motel units plus 8 furnished apartments. Air conditioned supper club is open daily from 5 to 11 for your dining pleasure. Open Sundays from 12 o'clock noon to 8 p.m., serving country style chicken and beef plus regular menu. Serving superb food seven days a week, our specialty bar-becued hickory smoked baby pork ribs, large choice steaks, chops, glazed duck and sea food menu, nominal priced. Special arrangements for banquets and parties.

**8 Jose's**  
Hwy. 45 & 175, South of Oshkosh  
Chuck Wagon buffet, every Thursday, Saturday and Sunday. Featuring prime ribs beef, Bar-B-Q spare ribs, baked stuffed pork chops, chicken and turkey, etc., plus our regular menu... Planning a Party, Meeting, Banquet or Wedding?... Remember...  
• Private Dining Rooms • Any Size Group Up to 300  
• Public Speaking System • Plenty of Parking • Noon Luncheons Served Daily. Servings to Suit Your Taste and Match Your Appetite. DINE OUT SOON... AT JOSE'S.



**10 The Pioneer Inn and Marina**  
On Island — Downtown Oshkosh  
Winneconne's finest resort and convention center. Enjoy the lovely view of Lake Winnebago from our spacious terraces and dining rooms. Relax and enjoy the interesting boating activities, while having cocktails on the Lake Terrace or Lost Dauphin Cocktail Lounge. Your choice of three dining rooms. The elegant Bellevue. Gourmet cuisine, flaming entrees and desserts. Prepared by our Maitre d'. The Cabaret: Charbroil steakhouse features steaks - fish fries and casual dining - where the action is! Entertainment nightly. The Fourdriner: Coffee shop for lunches and sandwiches. Special arrangements made for banquets, meetings or parties of any size. 150 GUEST ROOMS — AIR CONDITIONED. Indoor, Outdoor and Heated Whirlpool. Complete Marina facilities. Dial direct for reservations or information: Appleton-Neenah-Menasha 739-6226, Green Lake-Berlin 294-6572.

**9 Hessers**  
Hwy. 45 & 175, South of Oshkosh  
Featuring country style perch, and Home made potato pancakes on Friday nights. Luncheon buffet Monday through Friday. Dining room open daily at 11:30 A.M. until 2 P.M. and 5 P.M. until 10:30 P.M. Serving until 12 midnight Friday and Saturday nights. Private dining rooms for Banquets and Weddings... Relax and enjoy your favorite mixed drinks in our — Cocktail Bar — Always open for your convenience. If you are particular about dining, Hessers is just for you. "You are always at home at Hessers." "Not just a place to eat... But a place to Dine."



**11 Holtz's, Fine Food, Winneconne**  
For the finest in cocktails... featuring choice steaks, sea foods, chops and chicken. Prime ribs or specialty Saturdays. Cantonese style Bar-B-Q ribs... and Holtz's Hawaiian style chicken Ananani... featured nightly. Serving daily 5:30 to 11:00 P.M. Docking facilities available south of the Winneconne Main Street bridge. Air conditioned for your dining pleasure. Phone 582-4422 — Winneconne.

**13 Koehnke's Wy-La-Way Lounge**  
1384 N. Lake, Neenah  
Progress Report No. 4  
We're shaping up — the roof is on our new supper club building and interior work is progressing. As you may know, we were burned out a couple months ago. We hope to have our bar open by the middle of March. Bob, Esther and Lola.

**14 Louie's Supper Club**  
Hwy. 10-45, West of Appleton  
You'll find food as you like it at Louie's Supper Club, located just a few miles west of Appleton at the junction of Highways 10 and 45. Louie's is open daily from 5 to 11 P.M. and for the convenience of Sunday early diners from 12 to 2 P.M. Want to phone ahead? Call 757-5541.

**15 Reetz's Cocktail Bar & Supper Club**  
Recently enlarged to better accommodate wedding parties and special groups, Reetz's features smorgasbord every Sunday, serving from noon until 2:30 and from 5 to 7 P.M. The regular menu is served from 5 P.M. and fish and seafoods are featured each Friday. A 6-ounce filet at less than two dollars is a Tuesday special and includes choice of potato, salad and relish dish, ice cream and beverage. Sidoin for two dinner is a special served at all times. Reetz's is fully air conditioned and is located at 2306 S. Oneida St., across from the Cinderella.

**16 Melody Supper Club**  
Hwy. 47, North of Appleton  
Whether it be Chinese or American food, you please the palate as well as satiate the appetite when you dine at the Melody. Here you can enjoy enticing selections of superb Cantonese delicacies prepared fresh to individual orders from authentic Chinese fresh vegetables and real Oriental seasonings. American dishes, too, meet the perfection that only a highly trained chef, working with the best ingredients and years of experience, can create. Open daily at 5 P.M. Located on Highway 47, 2 miles north of Appleton.

**17 Hyland House, Kaukauna**  
You'll feel immediately at home with genial hosts, Jack Roberts and Willy Ranaquette, and you'll relish the food served piping hot from the spotless kitchen. Enchanting decor touches have been added. Country style dinners Sunday noon and evening. Dinners daily from 5-11. Noon luncheons daily, except Sat., from 11:30-1:30. Fish and seafoods Fridays. Private dining room available by reservation for group activities. The House of Custom Dining, 701 Hyland Ave., Hwy. 40, Kaukauna.

**18 Oakwood-Hills Supper Club**  
600 Buchanan Rd. — Combined Locks  
It's buffet deluxe every Wednesday and Sunday at Oakwood — new plush addition to Fox Valley's array of top dining spots. Nestled in a beautiful wooded area, overlooking a challenging golf course, the Oakwood adds a delight to dining hard to find elsewhere. The Wednesday buffet offers family style, a corn and roast beef. Daily noon buffet luncheon at \$1.50. Open 7 days a week. Your assurance of par excellence... Dick and Betty.

**19 Out-O-Town Club**  
Just North of Kaukauna on Highway 41 at McCarty's Crossing  
Master of the culinary arts for more than 15 years, John Deil's success every evening detail so that palatine pleasing food is regular fare here. Our Friday Fish Fry has been a real crowd pleaser for years and our Sunday diners have long been known as a special treat. Open every night except Monday.

**20 Kenney's Supper Club, Shawano**  
Noon lunches 11:30-2:00 Mon., Tues., Wed. and Fri. Dinners daily, except Thurs. 5-11 p.m. Buffets 6-10 p.m. Sat. 1063 E. Green Bay St., Shawano.

**21 Don Quixote Supper Club**  
2337 Willow St., Green Bay, Wis.  
You'll enjoy the red carpet treatment, excellent food and the warm, friendly atmosphere of the Don Quixote Supper Club on Highway 57, Sturgeon Bay Rd., Green Bay, hosted by Ed and Marian Weber. Entertainment for ballroom dancing is featured on Friday, Saturday and Sunday evenings. Dinners are served starting at 5 p.m. Bud Hanson, versatile organist, is currently appearing at one of Packerland's most inviting supper clubs.





Leo Martin, Left, executive vice president of American State Bank in Appleton, and Mrs. Clarence Korth, the bank's operations officer, accept the plaque recognizing the Appleton bank as the leading bank in Wisconsin in its category and fourth highest in the nation in the First National City Bank's Traveler Check Contest of 1967. Making the presentation Thursday is George Lott, representative of the First National Bank of New York. To win the award, American State conducted a special travelers check promotion last August which helped boost its annual sales to nearly 12 times the national average of other contest banks. (Post-Crescent Photo)

# Dwellers More Permanent

## Mobile Home Living Trend Spreads Through Fox Cities

BY DENNIS JANSEN

A silent trend is spreading, or maybe rolling, through the Fox Cities area. It's not a new fashion craze or teen-age fad, but something much more concrete.

It's part of a nation-wide trend toward pre-fabricated housing, specifically, mobile housing.

A recent Business Week magazine survey indicated the mobile housing industry is one of America's fastest growing. In 1966, one of five new home sales in the U. S. was a mobile home.

There are more than 400 mobile homes in the Appleton area, the majority located in the six major mobile home courts. The increasing popularity can be attributed mainly to the fact that mobile homes are no longer the "ugly ducklings" of the housing industry. The dank, dingy house trailer has been transformed into a large, decorator-inspired home.

Along with new styling and increased practicality has developed a new type of trailer park, complete with modern facilities.

A typical modern mobile home development is the Hickory Lane Mobile Court near Little Chute. For a moderate monthly rental fee, its residents enjoy all the peace and quiet of country living, yet suffer none of the disadvantages of rural living.

As one enters the court, he is greeted with paved streets and mercury vapor lighting. Each family's private lot, complete with a 45-foot concrete patio and umbrella-type clothesline, remains neat and uncluttered through the use of underground phone and power cables. It also has a laundromat.

Privacy is insured here. Outside pets are prohibited, and sales persons and delivery trucks are forbidden to enter the court unless specifically requested by the residents.

All these big changes in mobile housing and mobile home courts are attracting a new breed of people, at least new to the mobile housing industry. Courts are no longer filled with traveling salesmen, summer vacationers, and seasonal laborers, but rather with the permanent residents who are responsible for, in a sense, immobilizing mobile homes.

In fact, Business Week prefers to call the industry the "transportable housing" industry, indicating that although seldom moved, these homes have wheels and axles, are licensed by the state Motor

Vehicle Department and are exempt from property taxation. Hickory Lane again demonstrates that permanent residents abound in mobile home courts today. Thirty-six of the 45 families have lived here more than one year; 21, more than 3 years, and five, since the court was established in 1960.

The court started with only seven families, and many of these families have traded for newer mobile home models.

These families are typical of those in other courts across the country. They are average people, engaged in a variety of occupations from millworker to schoolteacher to college student.

But these people have two things in common — they are usually very economy-minded and have small families. There are only 32 children at Hickory Lane, and only nine are of school age.

Young married couples and retired folks are most attracted to mobile home living. Newlyweds who desire a home of their own, instead of a collection of rent receipts, may find mobile housing a good investment.

Usually a good, used mobile home, and in many cases a new one, can be purchased for less than the price of a new car. Newlyweds also can avoid heavy expenditures, not to mention the headaches, by not having to shop for furniture and appliances. Mobile homes are completely furnished.

One young Little Chute couple, fed up with their cigar box full of rent receipts, sold their furniture and financed a used mobile home. Their monthly court rent, including water and about \$10 for school taxes, cost no more than their former upstairs apartment rent.

When their family starts growing, this couple plans to move their rolling home to a northern Wisconsin as a vacation home or use it as a partial down payment on that dream home.

Older couples, usually retired, also enjoy mobile home living. A big attraction is the peaceful atmosphere of mobile home courts, but of even greater importance is the appeal to carefree living.

Mobile homes, with pre-finished aluminum siding, pre-finished interior paneling and other easily washable surfaces tempt those who wish to avoid painting and house cleaning. Spring house cleaning of a mobile home can be accomplished in half a day.

Older people who cannot get around so well anymore also

## Credit Union At Kimberly Elects Five

### Assets Increased 16 Per Cent in '67, Stockholders Told

Four directors and a credit committee member recently were elected at the 34th annual meeting of the Kimberly Credit Union. About 90 attended.

Robert Verbelen, Theodore Gloudemans, Nicholas Jansen and Joseph Vanden Heuvel were elected directors for three-year terms and Raymond Schwanke was elected to the credit committee for a three-year term.

In his report, Jansen, president, said that assets have increased 16.3 per cent during 1967 to \$4,617,004. There are 3,432 members who have total shares of \$4,252,189.

The credit committee report

Two men recently were appointed in the controller's department of Consolidated Papers Inc., Wisconsin Rapids. They are Richard W. Dekarske, who was named manager of financial planning and control — a newly created post — and Eugene E. Smiley, who will replace Dekarske in coordinating efforts of division and subsidiary cost accounting departments, besides taking special cost studies.

Two personnel appointments recently were made in the Kraft Division of Consolidated Papers Inc., Wisconsin Rapids. John B. Kahoun was named division engineer and James Jackson named a process engineer.

Mike L. Pederson, Bloomington, Minn., recently was named Dundee Cement Company sales representative for the Appleton area. He will headquarter in Minneapolis, Minn., where the firm is located. Pederson also will be representative for the Eau Claire, La Crosse, Wausau, Green Bay and Superior areas.

indicated 1,602 loans were made in 1967 for a total of \$1,566,024. The total loaned to members since organization is \$10,136,859.

A 4 1/2 per cent per annum dividend was paid to shareholders on Dec. 1. A total of \$165,389 was paid during 1967. A 20 per cent interest refund on personal loans was declared for 1967 and amounted to \$37,137.

**VIKING** 50¢ All Thru 8th Grade — Adults 85¢ —

**SPECIAL MATINEE TODAY 1 P.M. to 4:30**

**JERRY LEWIS**  
"DISORDERLY ORDERLY"

**CLINT WALKER**  
"NIGHT OF THE GRIZZLY"

Theatre Will Be Empty at 4:30

**Starts Today at 4:45 P.M.**  
All of This... and \$5 Million Too!

Robert Wagner-Raquel Welch-Godfrey Cambridge

**"The biggest bundle of them all"**

**This is the world's sexiest robbery!**

It has cops, robbers, chases that go now, here and Raquel Welch who gets chased everywhere!

**Glenn Ford-Angie Dickinson**  
"The Last Challenge"  
Panavision and Metrocolor

**STARTS FEB. 28th "BONNIE & CLYDE"**  
APPLETON

eight per cent of the workers in coal, uranium and gold mines in neighboring South Africa are from Mozambique. The South African government's recruiting agency says.

The total number of natives from the Portuguese East African territory working in South African mines last year was 163,914, the agency said. The workers sign up for work periods of 18 months.

**Julie's back**  
and look who's with her!

**JAMES GARNER**  
**JULIE ANDREWS**  
**JAMES COBURN**

**Emily**  
This One Is Rough... Not for Squeamish Stomachs

**DAVID McCALLUM** **STELLA STEVENS** **TELLY SAVALAS** **RIP TORN**

**"SOL MADRID"**

PANAVISION • METROCOLOR

Cont. Today 1:30 — Monday Open 6 P.M.

**APPLETON**

SMOKING IN LOGE

**NEENAH** Showtime Today at 4:20

Shown 6:15 & 9:45

**DEAN MARTIN**

**THE AMBUSHERS**

TECHNICOLOR

Shown 4:25 & 8:00

**SHIRLEY MacLAINE**

**Woman Times Seven**

Embassy Pictures

**NEENAH**

**MOTHERS NOTE!**

**SPECIAL CHILDREN'S Matinee Today**  
at 1:00 — Out 4:00

ON SCREEN —

**"THE VANISHING AMERICAN"**  
PLUS  
**"MAN FROM PLANET X"**

EXTRA — Color Cartoon  
Children Adm. 35c

**VIKING** 50¢ ALL THRU 8th GRADE — ADULTS 85¢ —

**TODAY, MATINEE 1 p.m.-4:30**

**Goodnight Nurse!...**  
here comes helpful

**JERRY LEWIS**

as **THE DISORDERLY ORDERLY**

TECHNICOLOR

**PARAMOUNT PICTURES** presents

**THE NIGHT OF THE GRIZZLY**

TECHNICOLOR

**CANTONESE FOODS**

• COCKTAILS •

**Popular Priced**  
Businessmen's Lunches

Expertly Prepared With the  
Finest Imported Ingredients

Also An Extensive American Menu

**531 W. College**  
Appleton  
Phone 3-1123

**Specializing in Carry-Outs**

Phone 722-1051

**BRIN** IN MENASHA

Color by Deluxe

**"A MASTERPIECE"**  
— N.Y. DAILY NEWS EDITORIAL

**"AN AWESOMELY ABSORBING FILM!"**  
— LIFE

**THE BIBLE**  
... In The Beginning

MATINEE SUNDAY 2:00 P.M.  
EVERY EVENING AT 8:00 P.M.  
ADULTS \$1.75 — STUDENTS \$1.25  
CHILDREN 75c

**FOR ADULTS ONLY!**

BECOME A LICENSED REAL ESTATE BROKER OR SALESMAN! START NOW! Easy! Fast! Low Fee. VISIT FIRST CLASS FREE IN APPLETON AT HOTEL CONWAY, on THURSDAY, FEB. 29th at 7:30 P.M. Also Home Study Course, Wisconsin School of Real Estate, 161 W. Wisconsin Ave., Milwaukee.

**DOBRITCH INTERNATIONAL CIRCUS**

**WORLD'S GREATEST 3-RING SPECTACLE!**

**OPENS FRIDAY**  
Mar. 1 thru  
**SUNDAY, Mar. 3**

Friday at 4 & 8 p.m. — Saturday at 10 a.m. and 2:30 & 8 p.m. — Sunday at 2:30 & 6:30 p.m.

**EMMETT KELLY** in Person

**2 1/2 HOURS OF THRILLS COMEDY — ANIMALS**

Pat Anthony's 16 Lions and Tigers  
ORIGINAL George Hanneford Family  
Zacchini's Double Cannon  
The Kimris Sabre Jet Spectacular  
The Flying Palacios  
Cook's Comedy Car  
Chimps - Ponies - Dogs - Horses - Elephants  
And many, many more.

For reservations, group rates, information  
CALL 494-3401

ALL SEATS RESERVED  
\$2.00 - \$2.50 - \$3.00  
JUNIORS  
15 and under  
HALF PRICE EVERY SHOW

TICKETS NOW ON SALE  
at  
The Arena — Berggrens in  
Appleton — Look Drugs  
in Kaukauna

TO ORDER BY MAIL specify time and date. Send self-addressed, stamped envelope with remittance to  
**BROWN COUNTY VETERANS MEMORIAL ARENA**

**BARGAIN POST ORDER FORM**

**3 LINES 5 DAYS \$2**

Each Additional Line Charged at 50c Per Line

The Family Want-Ad Column for any item or group of "For Sale" items priced at \$50.00 or less.

Publishing ad as follows.

Starting date \_\_\_\_\_ Cash \_\_\_\_\_ Charge \_\_\_\_\_

Name \_\_\_\_\_ Address \_\_\_\_\_

Print in average of 22 letters or spaces per line. Name, address and phone number included in ad, should be counted as words.

Payment is due within 7 days or regular rate will apply — No refunds — Price must appear in all ads.

**PRINT AD BELOW**

Mail to Want-Ad Department  
THE POST-CRESCENT, Appleton, Wis. 54911

**COATING DEVELOPMENT CHEMIST**

You can become part of a young and dynamic research team working to develop new products and product applications. We are a growth-minded, medium-sized, national paper converting company with a well-staffed and equipped research facility located in a midwestern city (not Chicago).

If you have a BS in Physical, Organic or Paper Chemistry and have had at least two years experience in the research and development of paper coatings, especially in the area of aqueous and solvent coatings, we would like to hear from you.

Salary in \$14,000 area. Our employees know of this ad.

Submit resume in detail to The Post-Crescent, Box R-96. An equal opportunity employer. All replies held in strictest confidence.

\*\*\*

**Try Post-Crescent**

**Classified Ads**

\*\*\*



Green Trees and Shrubs dot the well-kept yard of Mr. and Mrs. Harry Van Toll, who live at the Circle Acres Mobile Home Court in Little Chute. The ap-

parent effort to create attractive surroundings attributes to the "permanency" attitude of many modern mobile home dwellers.













The Rev. Dr. John Behnken, honorary president of the Lutheran Church—Missouri Synod, died Friday night at Hollywood, Fla. He was 83. He was president of the synod from 1935 to 1962. (AP Wirephoto)

## Call-Up Decision Waits Wheeler Return

WASHINGTON (AP) — A debate that Westmoreland will cision on whether to call up want more troops. If there is a substantial fur- ther drawdown on the regular troops is hanging fire until Gen. Earle G. Wheeler returns from Vietnam. Pentagon officials said Saturday. Wheeler, chairman of the Joint Chiefs of Staff, is due back some time in the coming week with his estimate as to whether U.S. forces should be increased over the presently planned 525,000. Gen. William C. Westmoreland, U.S. commander in Vietnam, has not yet submitted any force increase request to Washington, sources said, but Wheeler is expected to bring back Westmoreland's recommendations. Most authorities antici-

strength of the U.S. forces was boosted from nearly 2.7 million men to the current 3.4 million. Psychological Effect The administration came very close in mid-1965 to ordering a mobilization of National Guard and Reserve troops. But the administration was reluctant to order a mobilization because of the psychological effect, the political impact and the likelihood that such an extensive call-up might have required other mobilization steps such as economic controls. Pentagon experts surveyed the situation and decided there was time to phase the buildup over a long period, and thus to cushion the impact on the U.S. economy and society. So the Johnson administration switched signals and chose the course of sharply increased draft calls. At that time, despite a smaller over-all military force, the United States had 10 divisions of Army regulars and marines in the United States. But now, because of the constant drain of the Vietnam war, there are fewer than five regular Army and Marine divisions in the United States.

## Third of Famous Byrd Brothers Succumbs Friday

BOYCE, Va. (AP) — Thomas Bolling Byrd, the youngest and least-publicized member of the famed "Tom, Dick and Harry" Byrds of Virginia, died in his sleep Friday night at his home here.

The wealthy 78-year-old businessman, who once insisted "there's nothing to write about me," had been in poor health in recent years and confined to bed at his home in this Clarke County community, located 70 miles west of Washington.

His achievements as a horticulturist were largely eclipsed by the careers of his two more famous brothers, former Democratic Sen. Harry F. Byrd Sr. who died in 1966 and Adm. Richard E. Byrd Jr., the Arctic explorer, who died in 1957.

Despite Thomas Byrd's attempt to stay out of the spotlight to get quick help—the nearby light cast on his older brothers, his second wife observed in 1958: "In this family it takes a type of genius just to live a normal life."

## New Surge of Militancy

## Teacher Walkouts To Triple in 1968

WASHINGTON (AP) — A better trained than his predecessors. He wants better pay and better working conditions. NEA President Alonso pointed out that the Bureau of Labor Statistics estimates a family of four needs \$9,200 a year to live "moderately." Teacher salaries, he said, average only \$7,296.

Today's teacher, Alonso added, also is frustrated. "A man is trained to teach, including years spent achieving a master's degree, usually, then he arrives in a classroom that's overcrowded and without proper equipment."

Charles Cogen, President of the American Federation of Teachers, AFL-CIO, which claims more than 150,000 members, agreed. He predicted major walkouts could come in New York, Pittsburgh and San Francisco.

The new outbreak of teacher strikes began early this month in one of the country's richest suburban counties.

Demanding higher pay and a greater voice in school policy, 70 per cent of the 5,700 teachers in Montgomery County, Md., adjacent to Washington, D.C., walked out.

Ten days later the teachers claimed a victory: A contract providing a base pay of \$6,340 a year, an increase of \$460.

They also won a "no reprisal" clause in the contract prohibiting retaliation against teachers who took part in the strike. And they won approval for the establishment of a joint teacher-school administration committee to make recommendations on a proposed "differentiated responsibility schedule." This would give higher pay to teachers who take on extra responsibilities.

Then, on Feb. 16, Florida's teachers called the first statewide walkout of educators in the nation's history.

Tender Resignations More than half of Florida's 1.3 million students have been affected by the work stoppage in which 34,000 of the state's 60,000 teachers tendered resignations.

Basis of the Florida strike was the teachers' contention that the state is not giving sufficient financial support to education.

The Florida legislature passed a \$254.5 million school spending bill and approved a \$35 million tax increase to pay for school spending and permit reduction of some property taxes in a compromise effort to meet teacher demands.

But the teachers claimed that only \$116 million would go for schools, and said this was insufficient for items other than salaries.

With the Florida walkout still in effect, 108 public schools in Albuquerque were forced to close as teachers struck on the issue of school financing. The strike threatened to spread across all of New Mexico.

Not 'Strikes' NEA has been careful in some instances not to call teacher walkouts strikes. Teachers have simply "resigned" pending settlement of claims. The wording has offered a way to get around court injunctions against strikes by public workers.

The new teacher militancy clearly reflects the demands of a new breed of teacher for a share of American affluence.

A nationwide survey by The Associated Press showed the average American teacher today is more militant, younger and

Any National Guard and Reserve ground troops called to the colors would fill out the central forces held within the United States for contingencies around the world. It is unlikely that such troops would be committed to the Vietnam war.

Serious Bind The sharp increase in draft calls to a near Vietnam war record level of 41,000 men in March and 48,000 men in April points up the serious manpower bind in which the services and the Johnson administration find themselves.

At that time, the South Vietnamese Army had nearly been destroyed by the Viet Cong, and the United States was faced with a choice of allowing a Communist victory or committing U.S. ground troops on a major scale.

American forces in Vietnam rose from 75,000 men in late July 1965 to the present level of about 500,000.

Concurrently, the over-all

## Compulsory Drug Education for Students Urged

MILWAUKEE (AP) — Compulsory education for all Wisconsin high school students on the effects of drugs and narcotics was proposed Saturday by State Sen. Martin J. Schreiber, D-Milwaukee.

Schreiber, a member of the Senate Education committee, also told the Wisconsin division of the American Association of University Women that he would seek passage of a model drug act in the legislature.

He said he was concerned over the growing belief among young people that, "pot, LSD, and speed," are not physically harmful. "It has been proven beyond a doubt that prolonged use of these drugs and narcotics produces a definite deterioration in the physical and mental response of the user."

## Rusk Reportedly Feels N. Korea to Free Crew

DETROIT (AP)—A Michigan congressman said Saturday that Secretary of State Dean Rusk indicated to him that the American spy ship Pueblo and its crew back. He quoted Rusk as saying that the Russians are cooperating in the effort because they have ships in similar situations. The Pueblo was captured last month as the vessel was engaged in espionage activities off the North Korean coast. Vander Jagt said Rusk "struck me as being very confident and optimistic" about the return of the ship and its crew but did not speculate on how soon they would be released.

## SCHMITT'S HAS THE PRICES! SHOP EVERY DEPARTMENT

OPEN TODAY 12 NOON to 5 P.M.



996 Winneconne Ave., Neenah

OPEN MONDAY thru SATURDAY 9 to 9



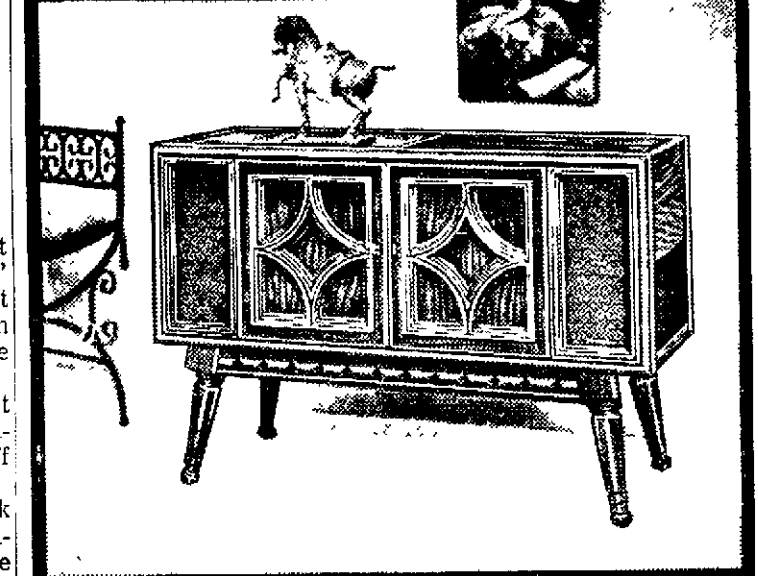
When You Buy a Piano at  
**HEID'S**  
at Appleton  
\$975

## The FAIR Store — Fox Point

Exclusive Magnavox Dealer in Neenah-Menasha Area!

**Magnavox**  
FACTORY-AUTHORIZED  
**SAVE UP TO \$100 ANNUAL SALE**

## SOLID-STATE STEREO FM/AM Radio-Phonograph brings you a vast improvement in the re-creation of music!



Beautifully COMPACT and versatile—Mediterranean model 3303 is ideal for apartments or smaller rooms. Enjoy it on shelves, tables, or in bookcases with legs and base rail removed; only 36" L, 16" D, 14" H. Also in Contemporary, Colonial or French Provincial styles—your choice.

NOW ONLY **\$188<sup>50</sup>**

Thrill to performance that's actually superior to many higher-priced consoles today! Exciting Stereo FM, drift-free and noise-free Monaural FM, powerful AM Radio. Four speakers project sound from both cabinet front and sides. 15-Watts undistorted music power. Precision Automatic Player banishes discernible record and Diamond Stylus wear—records can last a lifetime! Advanced solid-state circuitry assures lasting reliability. All styles without radio—NOW ONLY \$138.50. See and hear over 30 other fine furniture Stereo Consoles ranging to \$550—all Annual Sale price-reduced to save you money!

**BUY NOW and SAVE**  
... on a wide selection of Annual Sale Values!  
Color TV from \$349.50 • Quality Monochrome TV from \$79.90 • Portable Stereo from \$64.90 • Tape Recorders from \$44.90 • Radios from only \$8.95

## 3 EASY WAYS TO BUY:

- 30-60-90 Days Same as Cash  
No Down Payment — No Payments 'til April.
- Easy Bank Financing — Up to 24 Months to Pay
- First Wisconsin Charge Card

the **Fair** Stores  
Fox Point Plaza Shopping Center  
Neenah  
Magnavox Not Available At Our Valley Fair Store

## You Are Invited to a DEMONSTRATION OF THE NEW ELECTRONIC OVEN RANGE

at Wisconsin Michigan Power Company  
200 N. Appleton St., Appleton  
in our REDDY ROOM

Monday, Feb. 26 — 7:30 p.m.

**Ultra Modern Ultra Fast!!**  
Cook Electronically or Conventionally... it's like having two ranges in one.  
**ELECTRONIC oven range**  
Now you can cook many foods in just minutes instead of hours. Uses same Electrical Connection as Conventional Electric Range.  
**MASTER OVEN COOKS ELECTRONICALLY... OR THE REGULAR WAY... OR BOTH WAYS AT ONCE!**

## Automatic Rotisserie in Self-Cleaning Oven!

Even barbecue spatters won't matter in this 30" beauty!  
**Automatic Range with PZ Self-Cleaning Oven**  
• Automatic Oven Timer, Clock, Minute Timer.  
• Tilt-Lock surface units with removable trim rings.  
• Lighted cooktop with two convenience outlets; one timed.  
**\$329<sup>95</sup>**  
\$330 A WEEK  
Model J339

**PICTURE WINDOW AUTOMATIC RANGE**  
Fast... Flameless  
• King-size oven with automatic timer, clock, minute timer.  
• Lighted cook-top.  
• Huge storage drawer  
**\$199<sup>00</sup>**  
\$199 A WEEK  
J326

Other Automatic **G-E RANGES \$174<sup>00</sup>**  
AS LOW AS  
(Model J317)  
**WMP CO. • WISCONSIN MICHIGAN POWER COMPANY**



# Many Events Free Lawrence Top Cultural Source

BY DON VORPAHL  
Of Lawrence University

In 1967, as in many years past, Lawrence University was a prime source of cultural activity for Fox Valley residents, presenting more than 200 public programs, some two-thirds of them without admission charge.

Among the events were these:

Seventy-four concerts and recitals, nine of them by artists of international reputation.

Fifteen theater productions, including three of major proportion by Lawrence University Theatre, 10 one-act plays under student direction, co-sponsorship of a French language production by a touring French company, and an opera theatre presentation.

A weekly series of classic films, including 31 foreign and 12 domestic movies.

A dozen art exhibits featuring four Wisconsin artists, four from the university faculty, five from outside the state, and a number of Lawrence students.

More than 60 programs by visiting lecturers, many of them internationally famous in the fields of the arts, humanities and sciences.

In all, the Lawrence box office dispensed more than 22,000 tickets to programs in the university's five auditoria.

Season Survey  
A survey of the cultural season follows:

The Lawrence-Community Artist Series, chief among the university's concert slates, presented pianists Malcolm Prager and Susan Starr, the Robert Shaw Chorale, and the 105-member Czech Philharmonic Orchestra.

Another popular attraction, the Lawrence Chamber Music Series, offered programs by the Bartok and Iowa Quartets and Spanish harpist Nicanor Zabaleta.

Artists appearing under separate sponsorship included the University of Wisconsin Woodwind Quintet and Piano Quartet, organist Vega Nunez, the Baroque Trio, tenor Gerhard Lenssen, mezzo-soprano Kay Mueller Peterson, electronic music composer Arthur B. Roberts, The Association, and James Cotton's and Muddy Waters' Blues Bands. Sponsors were Phi Mu Alpha Sinfonia music fraternity, Pi Kappa Lambda honorary music society, the American Guild of Organists, the Lawrence Student Senate, Science Colloquium Series, and the Conservatory of Music.

The music fraternity also presented a traditional spring jazz concert, and its sister sorority, Sigma Alpha Iota, offered an annual scholarship benefit concert. The Lawrence student chapter of the American Guild of Organists added its annual recital in Memorial Chapel.

For the second year, Appleton residents were able to hear the university's series of Sunday carillon concerts from the Memorial Chapel tower.

The dinner-hour series was augmented by concerts before all public programs in the Chapel, and on the commencement weekend.

Student music groups gave more than a dozen concerts throughout the year, including several off the campus. The 180-voice Lawrence Choral Society sang its traditional "Messiah" performance, and presented another major program which included the Leonard Bernstein "Chichester Psalms," "Rejoice in the Lamb," by Benjamin Britten; and "Festiva Entrata," by Flor Peeters. Ensembles appearing on the campus included the Chamber Orchestra, Symphony Orchestra, Symphonic Band, Women's Chorus, Concert Choir, and Lawrence Singers. The band also conducted its annual Materials Clinic for Wisconsin school musicians, and made a weekend sortie into southern Wisconsin to present two concerts and an instrumental clinic for high school bandmen. The Lawrence Singers were guests of the Randolph Kiwanis Club at a benefit concert in that city, and sang another program at Wayland Academy in Beaver Dam.

Lawrence Opera Theatre produced a pair of chamber operas, "The Spanish Hour," by Ravel; and "The Incomplete Education," by Chabrier. The double-bill played to near-capacity audiences for three nights in Harper Hall at the Lawrence Music-Drama Center.

## Music Clinics

Two music clinics were held on the campus, one for church musicians, and the other for school bandmen. Lawrence Conservatory sponsored its annual Church Music Workshop in conjunction with the June meeting of the Wisconsin Conference, United Church of Christ. More than 40 organists and choirmasters studied for three days under clinicians Dr. Robert Dedmon, Neenah; Russell Wichman, Pittsburgh; and John Koopman, of the conservatory faculty. Phi Mu Alpha Sinfonia presented a half-day workshop for junior and senior high school instrumentalists, with the University of Wisconsin Woodwind Quintet as guest clinicians. Faculty performers were also busy, giving 12 public recitals, while their students performed more than 30 programs. Among the student recitals were a program of original compositions, and another of medieval-renaissance music.

Three major productions were staged by Lawrence University Theatre. Visiting director William J. Greene, of the Minnesota Theatre Company, headed a production of "The Golden Age," and Elizabethan review; and "Scapin," by Moliere. Associate professor Joseph Hoptensperger directed a Lancashire comedy, "Hobson's Choice," by Harold Brighouse. The theatre department chairman F. Theodore

Cloak, for the first time in Lawrence theatre history, produced a set of three plays by student playwrights as a major show, staging "Goelok," by Mark Keller; "The Last Love of Medea," by Lizbeth Tulsy; and



Guston's 'Martial Memory'  
Oil on Canvas at Lawrence Show

Opens Today

## Social Comment Exhibition Theme

The vigorous and direct responses of artists to social turmoil are reflected in "Social Comment in America," an exhibition of 49 works by 38 artists, which will go on view mid-week at the Worcester Art Center on the Lawrence University campus.

Most of the works in the show, which continues through March 15, are from the 30s and 60s, and are selected from an historical rather than an exclusively aesthetic point of view. They were organized for circulation by the Department of Circulating Exhibitions, the Museum of Modern Art, New York.

An opening reception for the public will be held from 3 to 5 p.m., Sunday, March 2. This is a postponement of a date announced previously.

Critic Dore Ashton, who directed the exhibition, says in the catalog introduction: "Just as lyric poets may write topical or occasional poems, artists who are otherwise not given to social commentary sometimes address themselves to specific events in order to express anger, anguish or merely detached observations. Unfortunately, occasions for such commentary have proliferated in our

century. Social and political turmoil has elicited vigorous and direct responses in painting and sculpture."

### Early Work

One of the earliest works is Philip Guston's "Martial Memory," in which children stare transfixed from under paper helmets, or pose behind ash can lid shields. In the same oblique terms is the reference to the dehumanizing horrors of a concentration camp in a painting by Stephen Greene.

In the once widely-read magazine of the thirties, New Masses, William Gropper's illustration of children in make shift armor, their faces contorted in anger, seems a precursor of the Guston painting. Styles derived from satiric drawing and comic strips are also seen in contemporary works: Fahlstrom's "Eddie (Sylvie's Brother)" in the Desert," and Peter Saul's lurid "Human Dignity." Ben Shahn appeals to the public conscience in his wartime posters.

Abstract Expressionism is represented in two works by Robert Motherwell, known for his powerful series "Elegy to the Spanish Republic." In one, "Spanish Frontier," he leaves a small lower corner of white overpowered by the otherwise completely black canvas.

In some the mere representation of a familiar scene contains its own comment: in Tobey's "Broadway Boogie" people, buildings, lights, cars, signs and words blend in a confetti-like surface, and in Lester Johnson's large "Broadway Street Scene" three faces, their features a blend of thick black and blue oil paint, stare out of the canvas, possibly into a store window while feet leave black prints overhead.

Startling effects are achieved with photomontage and collage by such artists as Bearden, Mallery, Rafael, and Wines, and with found objects, as in Kienholz's ominous "God Really Loves America Best."

"Sprung Rhythm," by Jeffrey Woodward.

Lawrence student directors produced a series of one-act plays by such authors as Shirley Jackson, Murray Shisgal, Moliere, Christopher Fry, Herman Wouk and Tennessee Williams. The visiting Le Treteau de Paris presented "Turcaret," a comedy by Lesage.

The dance was represented in the Lawrence Women's Recreation association annual Folkdance Festival, a competitive program for sororities requiring authentic costuming and dance techniques.

Film Classics, a long-time Lawrence diversion, expanded its program during the fall to include showings on Friday, Saturday and Sunday nights. The series was augmented with the showing of an Italian film, "Boccaccio 70," as a benefit program for the Committee to Rescue Italian Art.

Lawrence artists Carl F. Riter, Thomas Dietrich, Arthur Thrall and Jerry Schwartz had their works shown at various times at Worcester Art Center, along with an annual student show. Exhibitors from outside the university included Murray Jones; Richard Upton, of Skidmore College; University of Wisconsin artists Claire Van Vliet and David Freeman; Beloit College faculty members Franklin Boggs, Verne Shaffer, Arnot Popinsky and George Garner; and a group of Wisconsin architects. Art works included lithographs, etchings, drawings, woodcuts, architectural designs, watercolors, calligraphy, sculpture, oils, collages and prints. Traveling exhibitions were arranged in cooperation with the Association of American Artists, the Michigan Watercolor Society, and the Smithsonian Institution.

Forums, Seminars  
Forums and seminars played an increasingly important role in university activities.

Four of major proportion were the Lawrence Alumni symposium: an Industry Day for Fox Valley businessmen; a Homecoming weekend seminar, "Lawrence Today;" and a student-sponsored speakers' forum. The Alumni Association also continued its annual series of Great Decisions luncheons on foreign policy topics, and offered a self-paced literary plan, the Lawrence Reading Program, on the theme, "Man Makes His Environment."

Several campus agencies continued offering public lectures, among them the Phi Beta Kappa society, Mortarboard, the Anthropology Club, the Convocation series, Science Colloquia, and the Appleton chapter of the Archaeological Institute of America, which is chartered at Lawrence.

Speakers included: Rene Al-lewaert, Cultural Attache of the French Embassy, Chicago; Michael Scriven, Indiana University; Russell Kirk, a leading conservative spokesman; William Chambers, a Washington University political scientist; Robert N. Clayton, of the Enrico Fermi Institute for Nuclear Studies; Herbert Aptheker, of the American Institute for Marxist Studies; Reed Benson, Washington representative for the John Birch Society; poet John Siskin;

Arthur B. Roberts, of the Argonne National Laboratories; Frances O. Kelsey, assistant to the director, Food and Drug Administration; author Alex Haley; Lawrence President Curtis W. Tarr; and Francis L. Broderick, dean of Lawrence and Downer Colleges.

The university's calendar information service provided monthly lists of events to some 7,000 persons throughout the Fox Valley area. Lawrence's student-operated FM radio station, WLPM, introduced a new stereo broadcast-



Paul Gauguin's "L'univers est cree (The Creation of the World)" was executed in 1891. The woodcut is part of the collection of Professor and Mrs. Rudolph E. Langer, Madison, currently

displayed at Oshkosh Public Museum. "Works of Graphic Art from a Wisconsin Amateur's Collection" is the title of the Langer show, which ends March 10. (Post-Crescent Photo)

Oshkosh Museum Show

## Langer Collection Has Many Top Artists' Works

BY DAVID F. WAGNER  
Post-Crescent Staff Writer

OSHKOSH — Rudolph E. Langer, a professor from Madison, and his wife, Louise, have a very important lesson for the prospective art buyer.

They have, with patience, collected over the years a group of artworks by many of the greatest names in the history of art, and — most importantly — spending far less than a fortune.

The fruits of their efforts are on display at the Oshkosh Public Museum through March 10. The secret of how the Langers attained works by great artists at a reasonable price lies, in part, in the title of the exhibit — "Works of Graphic Art from a Wisconsin Amateur's Collection." The key word, of course, is "graphic." Graphic arts generally run less expensive, and, for my money, often are just as rewarding.

Careful Spending  
By spending their money carefully, the Langers have accumulated over 50 graphics which include representatives by Durer, Rembrandt, Blake, Turner, Corot, Millet, Daumier, Manet, Pissarro, Renoir, Gauguin, Cezanne, Matisse, Derain, Rouault, Kollwitz, Whistler, Eakins, Bellows,

Wood, Curry, Albright and Baskin. That's close to a "who's who" and those are far from all the top artists present.

Of the 53 works (one group of four etchings is counted as one work in the exhibit, but considered individually here), the majority are etchings and lithographs (one in color) — 16 of each. Of the remainder, nine are drawings (including ink, ink and wash, pencil, pencil and wash and crayon), four each are engravings and woodcuts, two are serigraphs and one each is an aquatint and intaglio.

With a grouping of so many significant artists, it would be presumptuous of me to select just a few and discuss them. Conversely, space would not permit an examination of 53 artworks. It would be logical, however, to point out a couple of aspects about the woodcut reproduced above. Paul Gauguin (1848-1903) drew from South Sea legends for his bold woodcut on the creation of the world. Utilizing a minimum of modern techniques, the French artist implemented distortion to pound the proper mood home — and quite effectively, too.

'Must' Show  
Although there is little color

## AT THE GALLERIES

APPLETON  
Worcester Gallery, Lawrence University — "Social Comment in America" (opens today, through March 15).

CHICAGO  
Chicago Art Institute, Michigan Avenue at Adams Street — "Picasso in Chicago" (through March 31). Whistler Show (concludes today). European Paintings and photos by Ann Treer (through March 10). Indian and Persian Miniatures (through March 17).

GREEN BAY  
Neville Museum, 129 S. Jefferson St. — "George Catlin: His World (1832-39)," (through March 18).

MANITOWOC  
Rahr Civic Center, 610 N. 8th St. — Paintings by Charles Pinkney (concludes today).

MENASHA  
UW Fox Valley Center, Midway Road — Paintings by William A. King (through Feb. 27).

MILWAUKEE  
Milwaukee Art Center, 750 N. Lincoln Memorial Dr. — Art and Interiors (opens today, through March 17). "What's in a Line?" (concludes today).

NEENAH  
Bergstrom Art Center, 165 N. Park Ave. — Watercolors, collages and private collection of Helen Powell Hooper, Manitowoc (concludes today).

OSHKOSH  
Oshkosh Public Museum, 1331 Algoma Blvd. — "Works of Graphic Art from a Wisconsin Amateur's Collection" (through March 10).

Point Art Center, 1410 Algoma Blvd. — Paintings by Andrew Gardsle (concludes today).

WSU — O. Dempsey Gallery, 800 Algoma Blvd. — Drawings by 10 artists (concludes today).

WSU — O. Reeve Union, 748 Algoma Blvd. — Paintings by Carl Anderson, Joslin, Appleton and David Ludke, Elkhart (concludes Thursday).

Above Information Supplied by Galleries

King Show at Center

## Landscapes Inspire Artist

MENASHA — The summertime landscapes of the Fox Valley provided inspiration for seven oils and acrylics by William A. King, currently being shown at the University of Wisconsin Fox Valley Center.

King, associate professor of art at the Fox Valley Center, produced the paintings after making detailed studies in watercolor and brush and ink last summer at Plamann Park, Lake Winnebago and other area sites.

Having completed the initial studies, King then worked to capture the "essence of de-

sign potential" he found in foliage, shadows on grass and other natural forms.

"In the five years I spent in Germany I was influenced by German expressionism but I think my work has now evolved into a more atmospheric kind of expression. I'm more interested in light than I was then, more concerned with atmospheric effects than with emotional response to nature. I consider myself a more detached observer than I was in Germany."

The paintings are being displayed in the Center's newly refurbished gallery area.

The exhibition will continue through Thursday.

To date King has had 12 one-man shows in Europe, and seven in this country. His work has recently been exhibited at Green Bay's Neville Museum, and at the Bradley Gallery, Evanston, Ill.

A native of Oklahoma, King received his bachelor's and master's degrees from the University of Tulsa, and also studied at the Instituto Statale consin Graduate School summer landscape studies were underwritten by a grant from the University of Wisconsin in Florence, Italy. His



Two Untitled Paintings  
By William King

**SPECIALISTS** In Brand Name ART SUPPLIES!

instant lettering

**GRUMBACHER**

Prima ANCOBIS DAZOR

Liquitex AMACO

PARA-TONE INCORPORATED

And Many, Many More!

**Sylvester & Nielsen, Inc.**

113 E. College Ave., Appleton

CHART-PAK, INC. "A Super-Market of Art Supplies"

**Picture the Difference**

FRAMES  
MIRRORS  
PRINTS  
MATS  
ART WORK  
ANTIQUES

WE FRAME: prints, photos, drawings, paintings, buttons, medals, puppets, tiles, figurines, needlepoint, crewel, Indian artifacts, shank's jaws (with teeth), temple rubbings, antiques, "anything, in good taste."

**Collectors' Gallery North**

705 North Main Street

Open Tues.-Sat. — Closed Mondays

Phone 235-5052

**OSHKOSH**











# Gehring Crashes 719

With Keith Gehring's 719 national honor count leading the way, the 41 Bowl team wrapped up the championship of the Traveling Classic league Saturday.

The 41 Bowl team competed against two foes, winning three games from the Casey ones team, Plymouth and then took three more from the boyz.

It was in the match against the boyz that Gehring and the entire team caught fire. Keith, who has come close, did not have a national honor count so far this season, powered games of 258, 235 and 26.

Other high scores for the 41 Bowl squad included a 268 game and 681 series by Tom

Hibbard, 617 by Don Brandenburg, 614 by Roger Koehn and 608 by Joe Spilski.

For series the team had



Keith Gehring

3,239, second-best mark in the league this season. Games included a booming 1,177 which was the best in the circuit for the season, a 1,007 and a 1,055.

## Vinner Decided Today

# Ski Jump of 285 Feet Tops 'National' Field

WESTBY (AP) — Dag Helgestad of St. Paul, Minn., got off the longest jump of the Class A vision Saturday in a darkness-tortured opening of the national ski championships.

Helgestad soared 285 feet to take the lead in unofficial standings in an event that won't be decided until Sunday morning.

Bruce Jennings of Lebanon,

N.H., leaped 280 feet and Pete Mikkelsen of Westby, 274 feet.

A total of 34 skiers are competing for the national crown, now held by Gene Kotlarek of Duluth, Minn. Kotlarek has retired.

The South African has won a total of \$16,000 on the winter tour so far, his best pay day was \$9,000 for his third place finish in the Bing Crosby Open.

Douglass, 36-34-70 Saturday, came into the final hole tied with Henning after recording a birdie on the par-three 17th.

The slender 31-year-old Denver, Colo., tour regular had three bogeys to go with his five pars.

Ogden, 36-34-70, was bidding to become the first host pro to win on the tour since Earl Stewart took the 1961 Dallas Open at the Oak Hills Country Club.

The day's longest jump was turned in by Ken Harkins of Duluth, who traveled 307 feet after a first jump of 285 feet and won the junior title with a total of 208 points.

Jerry Martin of Minneapolis with 200 points on jumps of 296 and 290 feet was second and Tim Denison of St. Paul, with leaps of 287 and 292 feet for 185.7 points was third.

Billy Olson of Eau Claire, Wis., won the veterans class with 152.9 points on jumps of 247 and 245 feet. Lenny Johnson of Minneapolis was second with 138 points and leaps of 234 and 239 feet and Len Nappa of Ely, Minn., was third with 119.4 points and jumps of 223 and 231 feet.

## Ninth-Ranked Vanderbilt Handed Loss

ATHENS, Ga. (AP)—Georgia virtually knocked ninth-ranked Vanderbilt out of the Southeastern Conference basketball race Saturday night with a late spur fired by Bob Lienhard and Ray Jeffords that carried the Bulldogs to a 91-77 basketball triumph.

Lienhard, Georgia's 6-foot-11 sophomore who scored three free throws and four baskets in the Bulldogs' winning surge in the last seven minutes, finished with 28 points. Jeffords had 22.

The loss left Vanderbilt—hurt by the absence of three starters for part of the game—with a 10-5 conference record and almost no chance of overhauling league-leading Kentucky.

Georgia boosted its SEC record to 9-7, most conference games the Bulldogs have ever won.

The Commodores trailed by 14 points early in the second half but battled back to cut the gap to 65-63 with seven minutes left before Bob Bundy fouled out.

Vanderbilt lost Bo Wyandant on fouls with five minutes to play, and playmaker and leading scorer Tom Hagan missed the entire second half after suffering a leg injury, just before the half.

## Henning Has Tucson Lead

4 Others Tied For Second in \$100,000 Classic

TUCSON, Ariz. (AP) — South Africa's Harold Henning fired a four-under-par 68 Saturday for a 204 total after three rounds and took a one stroke lead in the \$100,000 Tucson Open Golf Tournament over four players.

Henning, 33, was one stroke off the pace set by second round co-leaders Dale Douglass and host pro Bill Ogden, and took the undisputed lead on the final hole when Douglass missed a seven foot putt for a par to go 11-under.

Henning's round included a near disastrous double-bogey on the 165-yard, par-three fourth hole, but he overcame this deficit by rolling in birdie putts of six and four feet on the next two holes.

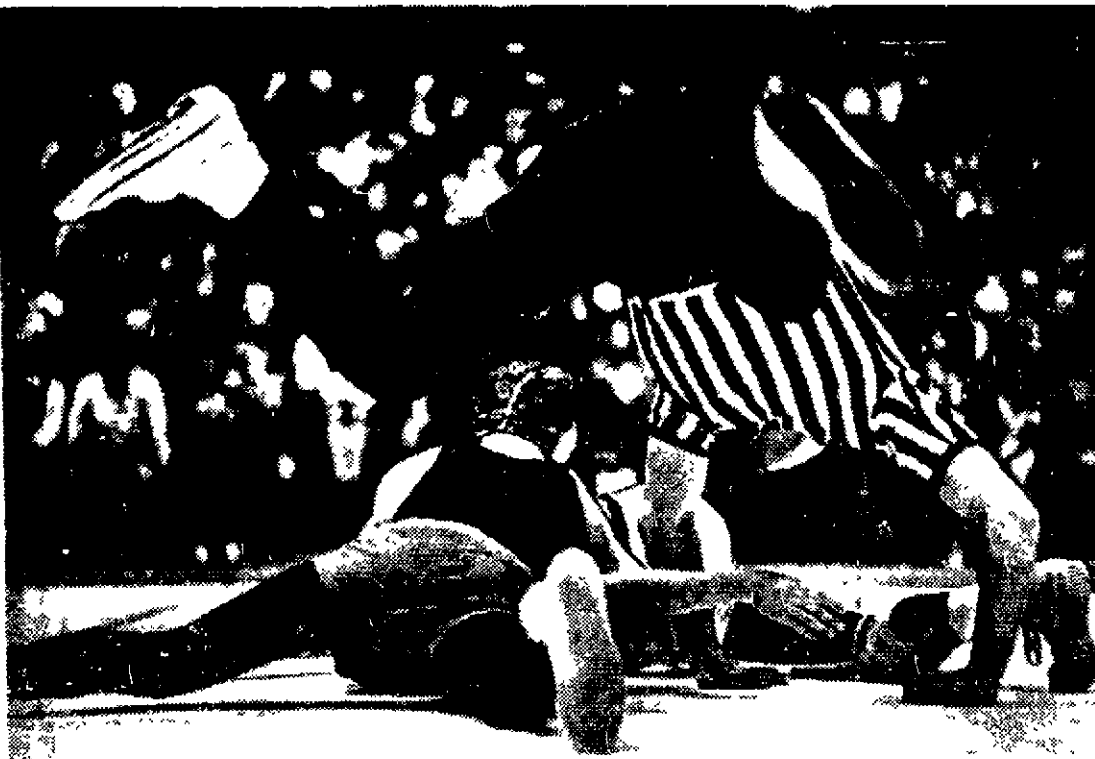
One stroke behind Henning at 205 were Douglass and Ogden, who shot a two-under-par Saturday, Frank Beard, who had a 34-31-65, and Bruce Crampton who came in with a 31-35-66.

The South African has won a total of \$16,000 on the winter tour so far, his best pay day was \$9,000 for his third place finish in the Bing Crosby Open.

Douglass, 36-34-70 Saturday, came into the final hole tied with Henning after recording a birdie on the par-three 17th.

The slender 31-year-old Denver, Colo., tour regular had three bogeys to go with his five pars.

Ogden, 36-34-70, was bidding to become the first host pro to win on the tour since Earl Stewart took the 1961 Dallas Open at the Oak Hills Country Club.



Referee Harold Paulson of Cornell leaps to check a possible pin during a preliminary match of the Wisconsin Interscholastic Athletic Association wrestling tournament at Madison. Paulson showed more activity than the 112-pound combatants struggling on the mat. (AP Wirephoto)

ing tournament at Madison. Paulson showed more activity than the 112-pound combatants struggling on the mat. (AP Wirephoto)

# Cornell Hands Vikes Fifth Straight Setback, 76-74

Double Defeat on Final Road Trip Lowers MC Mark to 5-11

CORNELL, Iowa — Adding the fifth notch to the current diminished margin to five at Lawrence University losing streak, Cornell College collected to take a 45-42 lead in the 76-74 Midwest Conference victory here Saturday.

The defeat, paired with Grinnell's conquest of the Vikes Friday, lowered Lawrence's minutes remaining went ahead league record to 5-11 and 8-12 overall. The Vikings close out their 1967-68 campaign next weekend at home with Beloit and Coe providing the opposition.

Improving their conference mark to 10-5, Cornell's Rams traced out to a 12-point lead

## \$45,000 Offer Rejected by Frank Howard

POMPANO BEACH, Fla. (AP) — Outfielder Frank Howard has rejected a reported \$45,000 offer from the Washington Senators and said from his home in Green Bay Wis., Saturday that he has no intention of reporting to spring training this season.

He is due in Monday with the remainder of the squad. General Manager George Selkirk said he made "the best offer Howard will ever get" in a 90-minute telephone conversation with the slugging outfielder.

Howard, reportedly seeking \$52,000 after hitting 36 homers and driving in 89 runs last year, said, "We are very far apart. You can classify me as a hold-out."

Howard, a customer relations man for a paper company in Green Bay, said he has several appointments in the Midwest this week and does not plan to contact the Senators.

Selkirk criticized the attitude of his outfielder, saying "He's

## 30 Teams in Class B Cage Tournament

Menasha's St. John Gym Site of 4-Day Meet This Week

MENASHA — Thirty state amateur teams have entered the St. John Athletic Association Class B Basketball Tournament which begins Thursday night in the St. John Grade School gym.

The tourney, the first of three sponsored annually by the Athletic Association, will run until March 10.

The Class C meet is slated March 10-21 and Class A from March 28-31. The entry deadline for Class C is March 1 and for Class A on March 15.

Thursday's pairings include Hank's Bar, Menasha, vs. Paine Lumber Co., Oshkosh, at 7 p.m. and Schouten Oil, Kaukauna, vs. Zieffle Opticians, Green Bay, at 8-15.

Two more games are scheduled Friday, seven next Saturday and seven more on Sunday. Two are slated March 7 and 8, quarter-finals March 9 and the semi-finals and finals March 10.

Other entries are Appleton Trophy, Ken's Service Center, Neenan, Jitter's and John's, Downers Inc. and Wanserski's, Menasha; Neenah-Menasha and Jaycees, Butch's Pizza, Kimberly; Mr. Pieper's TV & Appliance, Milwaukee; Fairview Market, Manitowish; NBA's Club Oasis, Pioneer Inn, The Rail and St. Vincent, Oshkosh; Chef's & Erv's, Fox's Tavern, Lac; Swan Club, De Pere; Prospect Farms, Fort Atkinson; Markee Soft Water, Janesville; St. Cloud, Harvey's Standard, Madison; Randolph; Galaxie, South Milwaukee; Mennen Insurance, Racine, and Orrin & Aggie's, Green Bay.

apparently more interested in business than baseball and maybe baseball can get along without him."

## Kentucky '5' Clinches Tie For SEC Title

LEXINGTON, Ky. (AP) — The fifth-ranked Kentucky Wildcats put down a pesky Alabama team 96-83 Saturday night, clinching at least a tie for the Southeastern Conference basketball crown.

The Wildcats can clinch the title by winning one of their last two games—both at home—Monday against Auburn or next Saturday against Vanderbilt.

The Kentucky victory gave the Wildcats a 13-3 SEC mark while Tennessee and Vanderbilt were picking up their fifth losses in other games.

Dan Issel led the Kentucky attack with 28 points while Mike Casey added 22 and Mike Pratt 19 for a 69 total for the sophomore trio.

Mike Nordholz led the Alabama attack with 22 while Randy Hollingsworth and Gary Elliott had 20 each.

Kentucky built an 11 point bulge after about 15 minutes but led by only three—39-36—at halftime.

Hollingsworth hit another from 20 feet and Nordholz stole a pass to put the Tide within one, 44-43 but Issel put Ken Neenan, Jitter's and John's, Downers Inc. and Wanserski's, Menasha; Neenah-Menasha and Jaycees, Butch's Pizza, Kimberly; Mr. Pieper's TV & Appliance, Milwaukee; Fairview Market, Manitowish; NBA's Club Oasis, Pioneer Inn, The Rail and St. Vincent, Oshkosh; Chef's & Erv's, Fox's Tavern, Lac; Swan Club, De Pere; Prospect Farms, Fort Atkinson; Markee Soft Water, Janesville; St. Cloud, Harvey's Standard, Madison; Randolph; Galaxie, South Milwaukee; Mennen Insurance, Racine, and Orrin & Aggie's, Green Bay.

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."

apparently more interested in business than baseball and maybe baseball can get along without him."



# Dave Scholz Leads Illini to Victory

## Sets Gym Record of 42 Points As Illinois Stays in Contention

CHAMPAIGN, Ill. (AP) — Northwestern never got back as Dave Scholz smashed an Assembly Hall scoring record with 42 points Saturday to lead Illinois over Northwestern 62-61 and keep the Illini in contention in the Big Ten basketball title race.

The 6-foot-8 junior made all but five of the Illini's 12 free throws while dropping 12 free throws. Illinois boosted its conference mark to 6-4 while Northwestern slipped to 6-5.

Northwestern grabbed a 29-26 halftime edge and Illinois tied it 42-42. There never was more than a five-point spread in the score throughout the game.

From the 42 deadlock, Illinois spurred to a 48-43 margin and

Northwestern	G	F	T	G	F	T
Weaver	1	0-1	2	Craws	2	2-4
Adams	5	7-17	12	Louis	0	0-0
Sarno	7	4-6	18	Scholz	15	12-14
Gamber	6	2-4	14	Pace	1	0-0
Kelley	2	4-5	8	Harrison	1	8-9
Burke	1	0-1	2	Price	0	0-0
Davis	0	0-0	0	Bubbin	1	0-2
Hurley	0	0-0	0			
Totals	22	17-28	61	Totals	20	22-29

Northwestern 29, Illinois 26  
Illinois 42, Northwestern 42  
Fouled out—Northwestern, Sarno 11; Illinois, Bubbin, Pace 2.  
Fouled out—Northwestern 22, Illinois 22.  
Attendance 12,857.

# Hayes Wins 100, 75 and 130 Yard Dashes in Meet

MELBOURNE, Australia — 100-meter gold medal winner at Tokyo in 1964, now is the world professional sprint champion.

Although beaten by two yards in the 220-yard dash Saturday, Hayes did win the 100-yard event by three yards from David Irvine, Australian pro champ. Hayes took the 100 in 9.7 seconds with Irvine winning the 220 in 20.9.

Friday Hayes, now a member of the Dallas Cowboys in the National Football League, won the 75 and 130-yard dashes. Irvine was second in each. The pro sprint series is an annual event in Australia.

# Killy to Drive in Lemans Car Race

PARIS (AP) — Jean-Claude Killy, France's triple gold medal winner in Alpine ski racing at the recent Grenoble Winter Olympics, plans to drive in the Lemans 24-hour automobile race.

Killy has signed with Scuderia Filipinetti of Geneva to team with Henri Greder of France at the wheel of a Chevrolet Corvette.

Last year, Killy and Bernard Cahier of France won the grand touring class of the Targa Florio race in Switzerland with a Porsche 911 C.

# First Time in History Lawrence Swimmers Win 10th Straight

APPLETON — Lawrence University swimmers won their 10th dual meet Saturday by defeating Grinnell, 70-25. The 10-0 record is the first in the Lawrence Swimming team's history.

Lawrence took firsts in nine of the 11 events, and took second in the 200-yard backstroke and diving.

The quartet of Tom Mitchell, Ken Melnick, Steve Steenrod, and Carl Liebhich started the match by winning the 400-yard medley relay.

Lawrence took firsts in the

next three events with sophomore John Fease winning the 200-yard free-style. Pete House winning the 50-yard free-style (tying the pool record with a time of 22.5 seconds), and Mitchell taking the 200-yard individual medley.

The Vikes' Vern Wilmut took a second in the diving competition.

Steenrod then won the 200-yard butterfly, and House came back for a second win in the 100-yard free-style.

Grinnell's other win came in the 200-yard backstroke with Lawrence's Hugh Denison coming in second.

Lawrence wrapped up the meet by winning the last three events. Fease scored his second win by taking the 500-yard free-style. Melnick won the 200-yard breast-stroke, and the relay team of Liebhich, Steve Graham, Fease, and House took the 400-yard free-style relay.

SABRE ALL-STAR 3-MAN CLASSIC LEAGUE	
Winton Glasser	189 158 179 217
Chuck Deeg	236 222 258 186
Roger Blase	180 224 219 202
Earl Mentzel	186 174 175 132
M. McGuggan	202 214 170 152
Rich Mentzel	208 200 160 149
Earl Clark	128 152 201 182
Jim Greshbach	142 169 146 223
North Fritsch	253 192 185 177
Don Kolosko	144 205 180 200
Ed Sheels	177 225 192 147
Jerry Kusich	187 193 181 109
Pate Kavalski	165 206 210 180
Lloyd Kallier	196 244 219 180
Dale Lindquist	194 165 183 168
Earl Erb	146 172 145 169
Jerry Wolf	169 204 164 199
Herb Westphal	162 188 151 148
Paul Goss	193 214 170 152
Stan Prus	201 192 197 199
Deva Jacobs	156 168 187 162
Jack Ahrens	191 226 162 160
Ken Gradl	154 166 183 195
Al Leux	156 193 167 200
Karl Kossube	190 182 201 173
Gene Kobelin	168 179 180 168
Don VanStralen	213 170 182 196
Slim Kobelin	168 188 146
Gene Kobelin	168 179 180 168
Harold Turkow	160 167 170 150
Jim Balaban	162 206 158 137
Art Leux	168 178 201 173
Roland Giamini	158 194 186 190
Harold Acker	202 143 179 214
B. McEachern	137 178 199 145



Caught in Mid-Air. Bob Beamon of the University of Texas at El Paso soared 26 feet 11½ inches in the broad jump event at the National AAU indoor track and field meet in Oakland, Calif. Beamon has an unusual style, but Calif. Beamon has an unusual style, but the world indoor record. (AP Wirephoto)

# No Winter Layoff Anymore Snowmobiles Pump Life Into Resorts

By JERRY LISKA  
CHICAGO (AP) — A mechanical version of the one-horse open sleigh is pumping new life into the dead winter doldrums for northland resorts.

Across the frozen stretches of Minnesota, Wisconsin and Michigan, snowmobiles are churning up a new diversion to gladden the hearts of woodland resorters and recreational agencies.

Minnesota is aiming at becoming the nation's snowmobiling capital with a current listing of 68 trails for chug-chug sleds. Wisconsin proclaims that all counties have opened trails for snowmobiling with more than 1,000 miles of suitable paths.

Michigan offers 18 established snowmobile trails.

In each instance, resorters and state conservation departments are exploiting with colorful new brochures and guides the new sport of spinning through the woods on motorized sleds.

This is a boon in areas where the rigors of winter freeze off considerable revenue for resorts and local businesses from December until the spring thaw.

starts luring fishermen and tourists from distant bases.

At the recent Sportsman's Vacation and Boat Show here, Bill Zup Jr., whose dad operates a fishing camp on the Canadian-Minnesota border lake of Lac la Poudre, told a glowing tale of the guided wilderness exploring snowmobile boom.

"Instead of just loafing around all winter, camp operators now are finding they have no off-season."

Even though many snowmobiling fans own their own machines, they need food, accommodations and things to do, like ice fishing, sightseeing and woods on their snow machines.

Zup recalled a recent weekend when his camp, requiring a 35-minute run from a jumpoff base at Crane Lake, Minn., had 120 people who snowmobiled in over a well-packed and marked trail.

Roamed Around  
"They came just to kill a weekend," Zup said. "Some went ice fishing, but most just roamed around the lakes and woods on their snow machines."

Zup has some snowmobiles to rent, at \$15 per day with gas and oil included, and he has a special weekend deal for snowmobilers at \$19.50 per person for two nights' lodging and five meals.

It's all a far cry from the days of snowshoeing and horse-pulled sleds in the rugged terrain of the boundary waters area which has been buttoned up by the federal government in points. The Middles finished their season with a 9-11 record.

# Army Tops Middles 66-44

WEST POINT, N.Y. (AP) — Army getting a sparkling performance from substitute Dick Simmons, held Navy to seven points in the first 14 minutes of the second half Saturday and stormed to a 66-44 basketball victory over the Middles.

The Cadets, headed for the National Invitation Tournament and now sporting a 19-1 record, held a 32-23 halftime margin and built it to 51-30 with six minutes to go.

Simmons, starting for regular center Steen Hunt, who was ill, dropped in 16 points and pulled down a game high 16 rebounds.

The Cadets took the lead to stay when they broke a 9-9 tie with six straight points. Bill Schutsky hitting four of them, Schutsky finished with 19 points, high for the game, and Jim Oxley had 11.

John Tolmie led Navy with 16 points. The Middles finished their season with a 9-11 record.

Johnny Unitas, quarterback of the Baltimore Colts, threw his club high in the air after he chipped in for a par during the \$30,000 American Airment in LaCosta, Calif. lines Astrojet Tourna- (AP Wirephoto)

# Pole Drivers Favored

# New Body Design Expects to Make Today's Daytona 500 Fastest Ever

By BEN FUNK  
DAYTONA BEACH, Fla. (AP) — A new breed of sloped-nosed stock cars that hit 205 miles an hour will take automobile racing into a mysterious new dimension of speed in today's running of the \$200,000 Daytona 500.

Cale Yarborough and Richard Petty, pushing close to 190 to it.

Some drivers reported that when cars passed them at 190 m.p.h. the shock waves knocked them off their line of travel and track-blocking accidents, barring it took nearly half a mile to recover.

Petty's average of 160.627 m.p.h. in the 1966 race, which was called at 495 miles because of rain, was the fastest so far recorded. The record for the full 500 still is held by Petty at 154.334 in 1964. Last year, when Andretti won, the pace was slowed to 146.926 by yellow caution flags that flew through much of a wreck-marred race.

Once square and boxy, the stock cars now are low-slung and streamlined.

"At this speed," Petty said, "the cars we drove three years ago would have become airborne. We were close to taking off when the top speed was 143 miles an hour."

Each year, improved aerodynamics hold the car more tightly to the track and Petty says there is no limit in sight to the speeds the cars will go or the drivers will take them.

"In a couple of years," he said, "we could reach 200."

Eight cars—four Mercurys, three Fords and Petty's Plymouth—topped 185 in the time trials, greater speed than a jet airliner requires for takeoff.

With the cars going flat out from the start to finish, quick work in the pits will become an even more critical factor. In each second of stopping, the opposition will gain 275 feet a second. This could be the difference for Cale Yarborough, whose pit crew has a reputation of being the fastest in the business.

Although faster, the cars also are safer. Roll bars form a protective cage around the drivers and special lining in fuel tanks lessens the chance of gasoline spillage and fire. Last week, drivers escaped with minor injuries when cars were demolished in 150 m.p.h. wrecks.

A new aerodynamic design suddenly increased the speed of the cars this year and nobody knows for sure how much greater the danger will be.

"It'll be rough, but it's here and we've got to live with it," said Lee Roy Yarborough, who held the world closed course record of 181.818 m.p.h. for three years—until 12 drivers shattered it in qualifying rounds.

Last Year's 500  
Cale Yarborough's Mercury averaged 189.222 and Petty's Plymouth hit 189.055 in the trials. By comparison, a speed of 166 won the pole for Mario Andretti in last year's Indianapolis 500.

Among the questions to be answered today is whether the danger of drafting will be greatly increased, the physical effect on the drivers as they rocket into the high-banked turns, and how the cars will handle in the awesome wind turbulence set up.

Andretti, the exciting young star from Nazareth, Pa., tried drafting — running in the vacuum created by a car ahead as it knocks a hole in the atmosphere. He said he got the eerie feeling that "my rear wheels were coming up off the track."

"It might be," he added, "that the nose could come down and you would run under the car ahead."

Rookie of Year  
Donnie Allison of Hueytown,

Ala., stock car racing's Rookie of the Year in 1967, estimated that he was subjected to pressures twice the force of gravity going into the curves.

"It pushes you down harder in your seat," he said, "and you can feel your face being pulled out of shape. But you get used to it."

Some drivers reported that when cars passed them at 190 m.p.h. the shock waves knocked them off their line of travel and track-blocking accidents, barring it took nearly half a mile to recover.

Petty's average of 160.627 m.p.h. in the 1966 race, which was called at 495 miles because of rain, was the fastest so far recorded. The record for the full 500 still is held by Petty at 154.334 in 1964. Last year, when Andretti won, the pace was slowed to 146.926 by yellow caution flags that flew through much of a wreck-marred race.

Once square and boxy, the stock cars now are low-slung and streamlined.

"At this speed," Petty said, "the cars we drove three years ago would have become airborne. We were close to taking off when the top speed was 143 miles an hour."

Each year, improved aerodynamics hold the car more tightly to the track and Petty says there is no limit in sight to the speeds the cars will go or the drivers will take them.

"In a couple of years," he said, "we could reach 200."

Eight cars—four Mercurys, three Fords and Petty's Plymouth—topped 185 in the time trials, greater speed than a jet airliner requires for takeoff.

With the cars going flat out from the start to finish, quick work in the pits will become an even more critical factor. In each second of stopping, the opposition will gain 275 feet a second. This could be the difference for Cale Yarborough, whose pit crew has a reputation of being the fastest in the business.

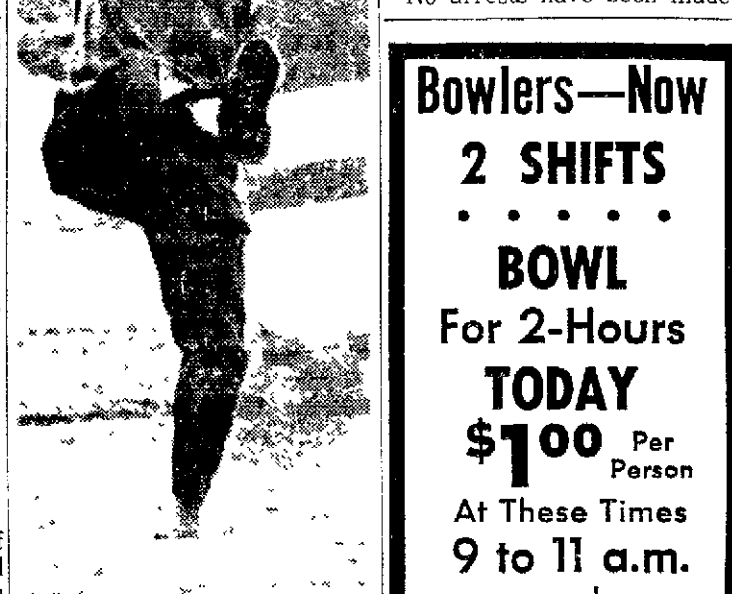
Although faster, the cars also are safer. Roll bars form a protective cage around the drivers and special lining in fuel tanks lessens the chance of gasoline spillage and fire. Last week, drivers escaped with minor injuries when cars were demolished in 150 m.p.h. wrecks.

# \$2 Stickup Results In Death for Father

LOS ANGELES (AP) — On his two jobs Samuel Evans worked 16 hours a day to support his wife and two sons.

He was stabbed to death Friday in a holdup for \$2.

No arrests have been made.



Johnny Unitas, quarterback of the Baltimore Colts, threw his club high in the air after he chipped in for a par during the \$30,000 American Airment in LaCosta, Calif. lines Astrojet Tourna- (AP Wirephoto)

**Bowlers—Now**

**2 SHIFTS**

**BOWL**

**For 2-Hours**

**TODAY**

**\$1.00** Per Person

At These Times

**9 to 11 a.m.**

and

**11 to 1 p.m.**

**TWIN CITY BOWL**

Hawaii, Most Modern Lanes

1/2 Mile West of Waverly Corner

**TEE PEE LOADED**

With

**Heap Big Values . .**

1967 PONTIAC Catalina 4-Dr. Sedan Automatic, Power Steering & Brakes	\$2595
1966 TEMPEST Custom 2-Dr. Hardtop with "Sprint" Option, Automatic, Power Steering & Brakes	\$1995
1966 RAMBLER Classic "770" Station Wagon "6" Automatic	\$1895
1964 FORD Custom 4-Dr. Sedan V-8 Stick Shift	\$895
1962 CHEVROLET Bel Air 4-Dr. Sedan V-8, Automatic, Power Steering and Brakes	\$795
1964 OLDS Jetstar 88 4-Dr. Hardtop Automatic, Power Steering and Brakes	\$1395
1964 VOLKSWAGEN 2-Dr. Radio, Gas Heater and Defroster	\$995
1965 PONTIAC Bonneville 2-Dr. Hardtop Automatic, Power Steering and Brakes	\$2095
1967 PONTIAC G.T.O. 2-Dr. Hardtop 4-Speed Stick, Vinyl Top	\$2695
1965 PLYMOUTH Fury II, 2 Seat Wagon, V-8 Automatic, Power Steering	\$1595

**TUSLER PONTIAC**

1303 W. Wisconsin Ave. at Mason

**APPLETON**

Ph. 734-1479

OPEN EVES: Mon. thru Fri. 'til 9 p.m.

**BASKETBALL**

**St. Norbert vs. WSU-Oshkosh**

**MON., FEB. 26 8:00 P.M.**

on

**WLUK-TV**

With "color" assist by Van Patten, WLUK Sports Director Jim Irwin will give viewers all the basket-to-basket action of this intra-Valley game direct from the Brown County Memorial Arena.

**Your Special Events Station**

**TV 11**

**test drive a Renault 10 Before you buy**

Consider carefully the following points: fuel economy, the number of doors, the braking, visibility, effective heating/defrosting, luggage space, noise level, handling and comfort.

**It averages an honest 35mpg.**

In recent tests, Road Test Magazine compared the Renault 10 to all other imports in its class, on everything from speed and handling, to the fit of the door. We have copies of the results. If you can't spare the time to come in and read them, we'll be glad to send you a copy. You may be in for a very big surprise.

**RENAULT**

**KOLOSSO** AUTO SALES

Corner Division and Franklin St., Appleton

**JACQUE**

**What will Securosax® do for you**

Securosax—Licensed under U.S. Patent No. 2,757,381

Just try 'em on and see . . . a slimmer, trimmer you. The cleverly designed inner waistband gets the credit. It seems to whack two or three inches off your waist. Beautifully tailored by Life of Ease in 1968's newest fabrics and colors. From \$19.95

**BEHNKE'S**

129 E. College — Open Mon. & Fri. Nights



# NOTES and NOTIONS

When is a "coach of the year" not a "coach of the year"? Whenever such coaching selections are announced — on the professional, college or high school levels — they evoke the same reactions produced by "player of the year" votes and similar types of picks. There is considerable fan interest — but almost always there is disagreement, too. As a member of a writers' group that indulges in

cess in the FVCC has put him in somewhat the same position as Lombardi, as far as attracting a majority of votes is concerned. It's almost getting so that any team that beats Xavier — regardless of what it does, over-all — will have its leader named "coach of the year." You might say that happened in the case of Pennings' Dave LaViolette this year — although, it is assumed that the writers gave most weight to the improvement from a predicted eighth place Squire finish to an actual third. Xavier's titles, however, are far from automatic — they reflect the hard work and skill of both Clark and his players. Xavier, actually, had only one returning regular, while Premontre, for example, had all its starters go back. After losing to Pennings in an early game, the Hawks faced "must win" situations in three big games — home-and-home with Premontre and a return clash with Pennings. And Xavier had the class to come through them all.

**Title Winners**  
Neenah's Martin, like Clark, coached a team to a 1967-8 league title. Martin had a difficult act to follow — the amazing Ole Jorgensen, who was "Mr. Basketball" at Neenah for nearly four decades — but he has produced top-notch teams for three straight years.

"It looks like a long, cold winter," said several AHS-W fans after watching the experience-shy Terrors in their first game of the season. Emanuel had his work cut out for him, but developed his team into a cohesive unit and instilled a winning attitude — which wasn't easy after a lean football season. As a result, West achieved a thoroughly surprising co-runnerup finish. AHS-E's Morse had more letters, but the personnel wasn't considered strong enough for a first-division finish. In addition, East had to play all its early games away from home and Morse, a new coach, had to familiarize himself with his material. But he brought the Patriots in just a game out of second place.

**Fox Cities followers of the Cubs and the White Sox, the area's two closest major league baseball teams, will have ample opportunity to keep posted on the play-by-play doings of their favorites this year. Radio station WNAW has announced it will broadcast White Sox games (133 of the 162-contest schedule) this year, and station WAPL will carry Cub broadcasts. In addition, both clubs will be represented in a number of TV games.**  
There has been no further indication, of course, when or if, the state will regain a big-league baseball club of its own. The National League has been mum on expansion plans, while Milwaukee's hope for an 11th-hour call-up as a replacement for Seattle vanished when the voters of that city approved a huge stadium bond issue.

The White Sox' search for a second baseman since the heyday of Nellie Fox has been tantamount to the Cubs' quest for a catcher in the Gabby Hartnett tradition. Since the close of the 1967 season, the White Sox have unloaded three players who either had played second base or had been slated to give it a try: Don Buford, Al Weis and Ron Hansen. Apparently the new hope is Tim Cullen, who was obtained in a trade with Washington — although he'll probably have to battle hold-over Wayne Causey for the job.

As far as Cub catching is concerned, it now appears to be in extremely capable hands — in the person of Randy Hundley — and if he keeps developing as he has, Hundley could indeed become the "new Hartnett."

**DAVE DAVIS, INCORPORATED**

THE LARRY PHOENIX, ARIZ. SOUTHWESTERN OPENING CROWN IN THE THIRD ANNUAL MILLER HIGH LIFE OPEN TAILWAKE, MARCH 5-9, WON A RECORD SIX TITLES LAST YEAR ON THE PROFESSIONAL BOWLING ASSOCIATION TOUR!

...ARE YOU SELLING ANY SHARES ON THE MARKET?

...YOU BET! LIKE WISCONSIN!

THE CHALLENGE: \$10,000

## KING-PIN capers

All ten members of the 1967 All-American Bowling team will compete in the 1968 Miller Open according to the tentative roster issued today by the Professional Bowlers Association.

Heading the list is Bowler of the Year and 1967 Miller Tiltist Dave Davis. The left-handed stringbean is joined by former Milwaukeean Wayne Zahn, Les Schissler of Denver, Jim Stefanchik of Joliet, Ill., and Indiana's Don "Kokomo" Johnson.

The Miller event will be staged March 5-9 at Bowlero 72 in suburban Wauwatosa with \$10,000 going to the first place winner.

The All-American second team is composed of Bob Strampe of Detroit; Dick Weber of St. Louis, the all-time leading money winner on the PBA trail; Pete Tountas of Tucson; Jim St. John of San Jose, Calif., and Carmen Salvino of Chicago.

Davis earned his way onto the All-American team by winning a record six tournaments in 1967, including the Miller Open, the Green Bay Open and the PBA National Championship. He was also the leading moneywinner.

Zahn, now of Atlanta, won only one tournament during 1967 but finished high enough often enough to net \$29,380. He was Bowler of the Year in 1966.

There was some hot kegling in the Fox Cities area last week, not only in the national honor count department, but also in the line of high games.

"Butch" Schultz cracked a 289 singleton in the Merchants League at the 41 Bowl as he pounded 10 strikes in a row and left the 10-pin standing on his 11th try.

Jim Hartjes jolted 11 strikes in succession and finished with a 268 game in the Beer Couples League at the Village Lanes, Little Chute. Hartjes earned a ABC Century Award as he was better than 100 pins over his league average of 165.

The Wisconsin team of the Elks Big Ten League came within one pin of a 3,000 series last week when LeRoy Christerson, president of the loop, ran into a big split in the last frame.

As it was the team had a 1,028 high game and finished with a 2,999 series. Other team members along with Christerson are Robert Swan, Fred Ziegler, Jack Sealy and Frank Rubbert.

Here are some unusual game sequences that were turned in last week:

Jackie Froehlich had lines of 159, 160 and 161 in the Tag-a-Long League at the 41 Bowl.

Barbara Sachs recorded 123, 124 and 125 in the Tree Couples League at Sabre Lanes.

In the Appleton City Employees League at Sabre, Tom Tyvol had games of 134, 133 and 132 in that order.

Bernice Beyer improved by seven pins a game in the Fish Couples League at Hahn's as she hit 130, 137 and 144.

Ida Tilly drew all the attention in the Kitchen Cheaters

February 25, 1968 Sunday Post-Crescent D 5

South's Cage Coaches

Divided on Appraisal

Of LSU's Maravich

For the Associated Press

as the big reason the rest of the LSU team has such high shooting percentages.

"Look at Ralph Jukkola (Tiger forward). He was a 41 per cent shooter last season and is hitting over 65 per cent and leading the nation this year. Pete has set him up for numerous crimples."

Several coaches conceded that Maravich is a fine player, but many said there are about 30 players in the U.S. who could be averaging over 40 points a game if they shot as often as Maravich.

Dean Smith, coach of the nationally third-ranked North Carolina Tar Heels, said he has no doubt that his forward, Larry Miller, could average about 50 or more points if he shot 40 times a game.

"I figure he could get at least 23 field goals a game," said Smith, who also praised Maravich as being a good all-around player.

Georgia Coach Ken Rosemond calls Maravich "the most complete offensive player in the country," but when it comes to naming the best rookie in the Southeastern Conference he says: "I think my center, Bob Lienhard, is the best sophomore in the SEC."

Maravich, who shot more than 40 times in 10 of his team's first 19 games, has been stopped cold by only two teams this season — Alabama and Tennessee. Pete was 10-for-30 in scoring 30 points against the Tide and 9-for-34 in getting 21 versus the Vols.

Maravich appears destined to

Statistics show Maravich connected on 317 of 805 field goal attempts (41.5 per cent) during LSU's first 10 games as the team chalked up an 11-9 record.

"A lot of people say Pete shoots so much because he has to carry the load due to not having much help," said another coach. "But if you'll study the statistics you'll see the rest of the LSU team is averaging well over 50 per cent from the field."

LSU through its first 20 contests averaged 75 shots a game, with Maravich firing an average of 40 per tilt. Aside from Maravich, the team connected on 357 of 684 from the field for 51 per cent.

"The only fault I see in Pete is that he shoots too many shots when he doesn't really have a shot," said another coach. "He undoubtedly has a world of ability and could be a bonafide All-American if he shot, say the 500 mark last Thursday, but splits continue to be a problem. Only one more week to get cranked up for the pro-am in the Miller Open."

One pro-Pete coach cited special defenses cooked up for Pete

February 25, 1968 Sunday Post-Crescent D 5

South's Cage Coaches

Divided on Appraisal

Of LSU's Maravich

for the Associated Press

as the big reason the rest of the LSU team has such high shooting percentages.

"Look at Ralph Jukkola (Tiger forward). He was a 41 per cent shooter last season and is hitting over 65 per cent and leading the nation this year. Pete has set him up for numerous crimples."

Several coaches conceded that Maravich is a fine player, but many said there are about 30 players in the U.S. who could be averaging over 40 points a game if they shot as often as Maravich.

Dean Smith, coach of the nationally third-ranked North Carolina Tar Heels, said he has no doubt that his forward, Larry Miller, could average about 50 or more points if he shot 40 times a game.

"I figure he could get at least 23 field goals a game," said Smith, who also praised Maravich as being a good all-around player.

Georgia Coach Ken Rosemond calls Maravich "the most complete offensive player in the country," but when it comes to naming the best rookie in the Southeastern Conference he says: "I think my center, Bob Lienhard, is the best sophomore in the SEC."

Maravich, who shot more than 40 times in 10 of his team's first 19 games, has been stopped cold by only two teams this season — Alabama and Tennessee. Pete was 10-for-30 in scoring 30 points against the Tide and 9-for-34 in getting 21 versus the Vols.

Maravich appears destined to

Statistics show Maravich connected on 317 of 805 field goal attempts (41.5 per cent) during LSU's first 10 games as the team chalked up an 11-9 record.

"A lot of people say Pete shoots so much because he has to carry the load due to not having much help," said another coach. "But if you'll study the statistics you'll see the rest of the LSU team is averaging well over 50 per cent from the field."

LSU through its first 20 contests averaged 75 shots a game, with Maravich firing an average of 40 per tilt. Aside from Maravich, the team connected on 357 of 684 from the field for 51 per cent.

"The only fault I see in Pete is that he shoots too many shots when he doesn't really have a shot," said another coach. "He undoubtedly has a world of ability and could be a bonafide All-American if he shot, say the 500 mark last Thursday, but splits continue to be a problem. Only one more week to get cranked up for the pro-am in the Miller Open."

One pro-Pete coach cited special defenses cooked up for Pete

February 25, 1968 Sunday Post-Crescent D 5

South's Cage Coaches

Divided on Appraisal

Of LSU's Maravich

for the Associated Press

as the big reason the rest of the LSU team has such high shooting percentages.

"Look at Ralph Jukkola (Tiger forward). He was a 41 per cent shooter last season and is hitting over 65 per cent and leading the nation this year. Pete has set him up for numerous crimples."

Several coaches conceded that Maravich is a fine player, but many said there are about 30 players in the U.S. who could be averaging over 40 points a game if they shot as often as Maravich.

Dean Smith, coach of the nationally third-ranked North Carolina Tar Heels, said he has no doubt that his forward, Larry Miller, could average about 50 or more points if he shot 40 times a game.

"I figure he could get at least 23 field goals a game," said Smith, who also praised Maravich as being a good all-around player.

Georgia Coach Ken Rosemond calls Maravich "the most complete offensive player in the country," but when it comes to naming the best rookie in the Southeastern Conference he says: "I think my center, Bob Lienhard, is the best sophomore in the SEC."

Maravich, who shot more than 40 times in 10 of his team's first 19 games, has been stopped cold by only two teams this season — Alabama and Tennessee. Pete was 10-for-30 in scoring 30 points against the Tide and 9-for-34 in getting 21 versus the Vols.

Maravich appears destined to

Statistics show Maravich connected on 317 of 805 field goal attempts (41.5 per cent) during LSU's first 10 games as the team chalked up an 11-9 record.

"A lot of people say Pete shoots so much because he has to carry the load due to not having much help," said another coach. "But if you'll study the statistics you'll see the rest of the LSU team is averaging well over 50 per cent from the field."

LSU through its first 20 contests averaged 75 shots a game, with Maravich firing an average of 40 per tilt. Aside from Maravich, the team connected on 357 of 684 from the field for 51 per cent.

"The only fault I see in Pete is that he shoots too many shots when he doesn't really have a shot," said another coach. "He undoubtedly has a world of ability and could be a bonafide All-American if he shot, say the 500 mark last Thursday, but splits continue to be a problem. Only one more week to get cranked up for the pro-am in the Miller Open."

One pro-Pete coach cited special defenses cooked up for Pete

February 25, 1968 Sunday Post-Crescent D 5

South's Cage Coaches

Divided on Appraisal

Of LSU's Maravich

for the Associated Press

as the big reason the rest of the LSU team has such high shooting percentages.

"Look at Ralph Jukkola (Tiger forward). He was a 41 per cent shooter last season and is hitting over 65 per cent and leading the nation this year. Pete has set him up for numerous crimples."

Several coaches conceded that Maravich is a fine player, but many said there are about 30 players in the U.S. who could be averaging over 40 points a game if they shot as often as Maravich.

Dean Smith, coach of the nationally third-ranked North Carolina Tar Heels, said he has no doubt that his forward, Larry Miller, could average about 50 or more points if he shot 40 times a game.

"I figure he could get at least 23 field goals a game," said Smith, who also praised Maravich as being a good all-around player.

Georgia Coach Ken Rosemond calls Maravich "the most complete offensive player in the country," but when it comes to naming the best rookie in the Southeastern Conference he says: "I think my center, Bob Lienhard, is the best sophomore in the SEC."

Maravich, who shot more than 40 times in 10 of his team's first 19 games, has been stopped cold by only two teams this season — Alabama and Tennessee. Pete was 10-for-30 in scoring 30 points against the Tide and 9-for-34 in getting 21 versus the Vols.

Maravich appears destined to

Statistics show Maravich connected on 317 of 805 field goal attempts (41.5 per cent) during LSU's first 10 games as the team chalked up an 11-9 record.

"A lot of people say Pete shoots so much because he has to carry the load due to not having much help," said another coach. "But if you'll study the statistics you'll see the rest of the LSU team is averaging well over 50 per cent from the field."

LSU through its first 20 contests averaged 75 shots a game, with Maravich firing an average of 40 per tilt. Aside from Maravich, the team connected on 357 of 684 from the field for 51 per cent.

"The only fault I see in Pete is that he shoots too many shots when he doesn't really have a shot," said another coach. "He undoubtedly has a world of ability and could be a bonafide All-American if he shot, say the 500 mark last Thursday, but splits continue to be a problem. Only one more week to get cranked up for the pro-am in the Miller Open."

One pro-Pete coach cited special defenses cooked up for Pete

February 25, 1968 Sunday Post-Crescent D 5

South's Cage Coaches

Divided on Appraisal

Of LSU's Maravich

for the Associated Press

as the big reason the rest of the LSU team has such high shooting percentages.

"Look at Ralph Jukkola (Tiger forward). He was a 41 per cent shooter last season and is hitting over 65 per cent and leading the nation this year. Pete has set him up for numerous crimples."

Several coaches conceded that Maravich is a fine player, but many said there are about 30 players in the U.S. who could be averaging over 40 points a game if they shot as often as Maravich.

Dean Smith, coach of the nationally third-ranked North Carolina Tar Heels, said he has no doubt that his forward, Larry Miller, could average about 50 or more points if he shot 40 times a game.

"I figure he could get at least 23 field goals a game," said Smith, who also praised Maravich as being a good all-around player.

Georgia Coach Ken Rosemond calls Maravich "the most complete offensive player in the country," but when it comes to naming the best rookie in the Southeastern Conference he says: "I think my center, Bob Lienhard, is the best sophomore in the SEC."

Maravich, who shot more than 40 times in 10 of his team's first 19 games, has been stopped cold by only two teams this season — Alabama and Tennessee. Pete was 10-for-30 in scoring 30 points against the Tide and 9-for-34 in getting 21 versus the Vols.

Maravich appears destined to

Statistics show Maravich connected on 317 of 805 field goal attempts (41.5 per cent) during LSU's first 10 games as the team chalked up an 11-9 record.

"A lot of people say Pete shoots so much because he has to carry the load due to not having much help," said another coach. "But if you'll study the statistics you'll see the rest of the LSU team is averaging well over 50 per cent from the field."

LSU through its first 20 contests averaged 75 shots a game, with Maravich firing an average of 40 per tilt. Aside from Maravich, the team connected on 357 of 684 from the field for 51 per cent.

"The only fault I see in Pete is that he shoots too many shots when he doesn't really have a shot," said another coach. "He undoubtedly has a world of ability and could be a bonafide All-American if he shot, say the 500 mark last Thursday, but splits continue to be a problem. Only one more week to get cranked up for the pro-am in the Miller Open."

One pro-Pete coach cited special defenses cooked up for Pete

February 25, 1968 Sunday Post-Crescent D 5

South's Cage Coaches

Divided on Appraisal

Of LSU's Maravich

for the Associated Press

as the big reason the rest of the LSU team has such high shooting percentages.

"Look at Ralph Jukkola (Tiger forward). He was a 41 per cent shooter last season and is hitting over 65 per cent and leading the nation this year. Pete has set him up for numerous crimples."

Several coaches conceded that Maravich is a fine player, but many said there are about 30 players in the U.S. who could be averaging over 40 points a game if they shot as often as Maravich.

Dean Smith, coach of the nationally third-ranked North Carolina Tar Heels, said he has no doubt that his forward, Larry Miller, could average about 50 or more points if he shot 40 times a game.

"I figure he could get at least 23 field goals a game," said Smith, who also praised Maravich as being a good all-around player.

Georgia Coach Ken Rosemond calls Maravich "the most complete offensive player in the country," but when it comes to naming the best rookie in the Southeastern Conference he says: "I think my center, Bob Lienhard, is the best sophomore in the SEC."

Maravich, who shot more than 40 times in 10 of his team's first 19 games, has been stopped cold by only two teams this season — Alabama and Tennessee. Pete was 10-for-30 in scoring 30 points against the Tide and 9-for-34 in getting 21 versus the Vols.

Maravich appears destined to

Statistics show Maravich connected on 317 of 805 field goal attempts (41.5 per cent) during LSU's first 10 games as the team chalked up an 11-9 record.

"A lot of people say Pete shoots so much because he has to carry the load due to not having much help," said another coach. "But if you'll study the statistics you'll see the rest of the LSU team is averaging well over 50 per cent from the field."

LSU through its first 20 contests averaged 75 shots a game, with Maravich firing an average of 40 per tilt. Aside from Maravich, the team connected on 357 of 684 from the field for 51 per cent.

"The only fault I see in Pete is that he shoots too many shots when he doesn't really have a shot," said another coach. "He undoubtedly has a world of ability and could be a bonafide All-American if he shot, say the 500 mark last Thursday, but splits continue to be a problem. Only one more week to get cranked up for the pro-am in the Miller Open."

One pro-Pete coach cited special defenses cooked up for Pete

February 25, 1968 Sunday Post-Crescent D 5

South's Cage Coaches

Divided on Appraisal

Of LSU's Maravich

for the Associated Press

as the big reason the rest of the LSU team has such high shooting percentages.

"Look at Ralph Jukkola (Tiger forward). He was a 41 per cent shooter last season and is hitting over 65 per cent and leading the nation this year. Pete has set him up for numerous crimples."

Several coaches conceded that Maravich is a fine player, but many said there are about 30 players in the U.S. who could be averaging over 40 points a game if they shot as often as Maravich.

Dean Smith, coach of the nationally third-ranked North Carolina Tar Heels, said he has no doubt that his forward, Larry Miller, could average about 50 or more points if he shot 40 times a game.

"I figure he could get at least 23 field goals a game," said Smith, who also praised Maravich as being a good all-around player.

Georgia Coach Ken Rosemond calls Maravich "the most complete offensive player in the country," but when it comes to naming the best rookie in the Southeastern Conference he says: "I think my center, Bob Lienhard, is the best sophomore in the SEC."

Maravich, who shot more than 40 times in 10 of his team's first 19 games, has been stopped cold by only two teams this season — Alabama and Tennessee. Pete was 10-for-30 in scoring 30 points against the Tide and 9-for-34 in getting 21 versus the Vols.

Maravich appears destined to

Statistics show Maravich connected on 317 of 805 field goal attempts (41.5 per cent) during LSU's first 10 games as the team chalked up an 11-9 record.

"A lot of people say Pete shoots so much because he has to carry the load due to not having much help," said another coach. "But if you'll study the statistics you'll see the rest of the LSU team is averaging well over 50 per cent from the field."

LSU through its first 20 contests averaged 75 shots a game, with Maravich firing an average of 40 per tilt. Aside from Maravich, the team connected on 357 of 684 from the field for 51 per cent.

"The only fault I see in Pete is that he shoots too many shots when he doesn't really have a shot," said another coach. "He undoubtedly has a world of ability and could be a bonafide All-American if he shot, say the 500 mark last Thursday, but splits continue to be a problem. Only one more week to get cranked up for the pro-am in the Miller Open."

One pro-Pete coach cited special defenses cooked up for Pete

February 25, 1968 Sunday Post-Crescent D 5

South's Cage Coaches

Divided on Appraisal

Of LSU's Maravich

for the Associated Press

as the big reason the rest of the LSU team has such high shooting percentages.

"Look at Ralph Jukkola (Tiger forward). He was a 41 per cent shooter last season and is hitting over 65 per cent and leading the nation this year. Pete has set him up for numerous crimples."

Several coaches conceded that Maravich is a fine player, but many said there are about 30 players in the U.S. who could be averaging over 40 points a game if they shot as often as Maravich.

Dean Smith, coach of the nationally third-ranked North Carolina Tar Heels, said he has no doubt that his forward, Larry Miller, could average about 50 or more points if he shot 40 times a game.

"I figure he could get at least 23 field goals a game," said Smith, who also praised Maravich as being a good all-around player.

Georgia Coach Ken Rosemond calls Maravich "the most complete offensive player in the country," but when it comes to naming the best rookie in the Southeastern Conference he says: "I think my center, Bob Lienhard, is the best sophomore in the SEC."

Maravich, who shot more than 40 times in 10 of his team's first 19 games, has been stopped cold by only two teams this season — Alabama and Tennessee. Pete was 10-for-30 in scoring 30 points against the Tide and 9-for-34 in getting 21 versus the Vols.

Maravich appears destined to

Statistics show Maravich connected on 317 of 805 field goal attempts (41.5 per cent) during LSU's first 10 games as the team chalked up an 11-9 record.

"A lot of people say Pete shoots so much because he has to carry the load due to not having much help," said another coach. "But if you'll study the statistics you'll see the rest of the LSU team is averaging well over 50 per cent from the field."

LSU through its first 20 contests averaged 75 shots a game, with Maravich firing an average of 40 per tilt. Aside from Maravich, the team connected on 357 of 684 from the field for 51 per cent.

"The only fault I see in Pete is that he shoots too many shots when he doesn't really have a shot," said another coach. "He undoubtedly has a world of ability and could be a bonafide All-American if he shot, say the 500 mark last Thursday, but splits continue to be a problem. Only one more week to get cranked up for the pro-am in the Miller Open."

One pro-Pete coach cited special defenses cooked up for Pete

February 25, 1968 Sunday Post-Crescent D 5

South's Cage Coaches

Divided on Appraisal

Of LSU's Maravich

for the Associated Press

as the big reason the rest of the LSU team has such high shooting percentages.



# Autos Claimed Record Toll of Deer During 1967; Mild Winter Gives Hunters Optimistic Outlook

## Whitetails Faring Well Around State

MADISON — The current mild winter and studies of last season's deer harvest indicate there's probably another good season on tap for Wisconsin hunters in 1968, the Department of Natural Resources reported today.

Data shows that the herd easily absorbed last fall's harvest of 135,000 animals and that it remains large, well distributed and basically sound.

The studies included 1967 aging data from 12,447 animals, the most comprehensive in state history.

Below normal snow accumulations and mild temperatures will insure good survival of last year's fawns, resulting in a strong yearling crop this fall, according to Division of Conservation Game Biologist George Hartman.

### Will Be Stronger

Fawns due to be born this spring will also be stronger because the mothers have not had a rigorous winter, he added.

Northern Wisconsin deer are still able to paw through snow cover to get ground food. Some bunching is reported but most animals are ranging freely and getting enough browse.

Western Wisconsin conditions are also highly favorable.

Heavy snows in late winter and early spring could still cause yarding and result in localized feeding problems, but large scale starvation is no longer a major concern this year.

### Harvest Data

Last season's harvest data showed a general increase in yearling populations in all areas. Severe winters in two out of the last three years in districts around Ladysmith, Park Falls and Brule put yearling increases there somewhat lower than statewide averages, but noticeable gains should be seen this year.

Best buck harvests and age composition improvements were noted in areas where past quota harvests were large, the central and northeast areas in particular.

While studies showed fawn-toe ratios were more favorable in both northern areas, there was a slight decline in fawn-toe ratios in the central area. This occurred because last winter's deep, crusted snows in central Wisconsin confronted deer with a northern-type winter and normal feeding — browsing on low growing vegetation — was not possible.

Poor availability of ground plants and acorns during the severe winter last year also accounted for an increase in spike yearling bucks in the central area. More adequate food supplies permit better antler development.

In 1967, Wisconsin witnessed the best season on record for meeting sound deer management objectives and even better results are expected in 1968, the department said.



Fishing Was a Bit Too Slow for this duck and it dipped into the worm can for a nibble. Mrs. Beverly Blackmore has kept the mallard as a pet after it

wandered near her home in Vancouver. The duck was raised on grain, some vitamin pills and as you can see—odd snatches of bait. (AP Wirephoto)

## Count Equals 20 Per Cent Of Gun Take

WOODRUFF — Motorists on Wisconsin roads again claimed a toll of deer equal to 20 per cent of the total harvest of deer by hunters during all the 1967 fall seasons, reports Bob Wendt, northeast area game management supervisor. By actual count, 12,702 deer were killed outright by automobiles.

A recent year-long study of Oneida County car-deer collisions recorded by the Oneida County sheriff's department

Here is a two year summary of deer killed by automobiles in the northeast area:

County	1967	1966
Florence	64	26
Forest	140	145
Iron	37	27
Langlade	141	125
Lincoln	199	159
Marathon	348	357
Marinette	309	237
Oconto	208	200
Oneida	288	289
Menominee	5	
Shawano	431	439
Vilas	330	267
Totals	2500	2321

substantiates earlier suspicions that deer remaining on the highways incapable of escape represent less than half of the total deer-car collisions that occur.

Among those animals that are able to limp and struggle away following a crash, a high proportion can be expected to succumb to internal injuries in the seclusion of the forest and swamps. The ruptured vitals of a deer certainly have no greater incidence of healing than do those of man under similar circumstances.

### Previous Year

Comparing the deer-car kill report for 1966 and 1967, a 12 per cent increase is noted over the previous year for the entire state. The 12 counties of the northeast area show an 8 per cent increase during the same period.

While deer-car collision reports represent a somewhat crude census method it does offer a general indication of population trends since variation in the number of cars, speed of cars, additional miles of road, etc., varies little in the brief span of a year.

The intent of the variable quota system of harvesting antlerless deer is to maintain deer at desired and relatively stable level in greatest harmony sometimes conflicting interests.

A defensive driver, ever mindful of human safety, is not apt to add heavily to the deer-car collision waste, concluded Wendt.

should be planted only in southern Wisconsin.

Wild grape vines are best planted where they may climb over old fences or brush piles.

Under some circumstances, landowners may obtain cost-sharing assistance for shrub planting, under federal ACP and Soil Bank programs. Game managers can help with information about these programs.

Except for multiflora rose, seedlings of all shrubs sell for \$29 per thousand. Rose is priced at \$10 per thousand. Order blanks and additional information may be obtained from district game managers.

### Named to Council

MADISON — Dr. Irving K. Fox, associate director of the University of Wisconsin, has been named as a member of the conditions. Multiflora rose research advisory council of the forms thorny canes, and may be conservation division, the state planted close together in rows to form "living fences" Rose announced.

## Research Report Given Better Quality Hunt, More Success Noted By Shell Restriction

MADISON — Studies show a better quality hunt and greater hunter success were major results of Wisconsin's "shell" game — shot shell restrictions — in effect on Horicon Marsh from 1963 to 1966, according to a research report from the Department of Natural Resources.

Data for the study were compiled over four waterfowl seasons until federal rules ended the managed hunt on the refuge last season. All blinds in 1967 were outside the refuge boundaries.

Dick Hunt, Division of Conservation waterfowl research project leader at Horicon, explained the "shell" game's success at the recent Midwest Fish and Wildlife Conference in Madison.

Shot shell restrictions over the four seasons limited hunters using the 110 managed blinds to six shells per hunting trip. Hunt explained that, starting in the early 50's, the large concentrations of Canada geese drew large numbers of hunters, including many new or inexperienced ones. Sky hunting and high crippling losses were chronic problems.

With the 6-shell limit, the wild shooter quickly eliminated himself or learned control. This meant a quality hunt for everyone.

Observations at Horicon in 1962, before the 6-shell limit, showed that in 3,672 hunter trips, 18,328 shots were needed to kill 2,444 birds, an average of 9.7 shots per goose bagged.

Things were worse in 1953. The Wisconsin conservation when it took 40 shots to down a Canada goose required \$20,000 as a partner of other to bag a goose had dropped to states in the Midwest on 15.

Crippling loss in 1953 was a staggering 42 per cent; almost one of every two birds was lost.

By 1957, crippling loss had dropped to 15 per cent thanks to preliminary experimentation, better hunter know-how. The state contribution was

The 6-shell limit was approved authorized in a recent legislation for Horicon in 1963. From a live auction which makes available total of 7,837 hunter trips that for the purpose \$1 out of each year, an average of only 2.6 non-resident small game shot. Shots per hunter was fired 116 license sold in Wisconsin, took 64 shots to bag a goose calculated to yield \$10,000 year. Crippling losses dropped to 13 per

## Study Aimed at Checking Flight Of Waterfowl

MADISON — Can game biologists develop a reliable method of predicting the fall flight of migratory waterfowl from the Canadian breeding grounds?

The Wisconsin conservation commission is willing to spend \$20,000 as a partner of other to bag a goose had dropped to states in the Midwest on 15.

Crippling loss in 1953 was a staggering 42 per cent; almost one of every two birds was lost.

By 1957, crippling loss had dropped to 15 per cent thanks to preliminary experimentation, better hunter know-how. The state contribution was

The 6-shell limit was approved authorized in a recent legislation for Horicon in 1963. From a live auction which makes available total of 7,837 hunter trips that for the purpose \$1 out of each year, an average of only 2.6 non-resident small game shot. Shots per hunter was fired 116 license sold in Wisconsin, took 64 shots to bag a goose calculated to yield \$10,000 year. Crippling losses dropped to 13 per

## Six Varieties Of Shrubs Will Be Available

### Intended for Use On Private Land For Game Cover

MADISON — Six varieties of game food and cover shrubs will be available from the Department of Natural Resources for spring planting, the department has announced.

Shrubs may be ordered now through district game managers.

The shrubs are intended for planting on private land in rural areas, where they will provide weather and predator protection for game birds and animals, as well as songbirds, and supply seeds, fruits and twigs as wildlife food. They may not be used for ornamental or landscaping purposes, within city or village limits, by nurseries, or for resale.

Species available include mixed varieties of crab, silky dogwood, wild grape, ninebark, multiflora rose and Siberian peabush or caragana. Crab will grow to small tree size, as does Siberian peabush under some conditions. Multiflora rose research advisory council of the forms thorny canes, and may be conservation division, the state planted close together in rows to form "living fences" Rose announced.

Come In . . . See the New  
**1968 JOHNSON**  
**Sea-Horse Motors**

and the New

**ALUMA-CRAFT BOATS**

WE TRADE—GET OUR DEAL

**Sport-O-Lectric**

NEW LONDON, WIS.



After today there are just five days left on the 1968 sturgeon spearing season which undoubtedly will go down in history as the least productive ever.

Through mid-week a total of six sturgeon had been taken from Lake Winnebago's depths and you get odds on a bet that the entire season's total from the Big Lake won't exceed a dozen.

Even though water clarity has improved recently, so many fishermen gave up early that there is very little pressure left. There was speculation that if the cold weather would subside there would be one last push by spearmen this weekend.

No matter what, there's bound to be a new low set for a total take. Previous low for spearing in one season on Winnebago was 1959 when 221 were taken. In that year another 297 were speared on the upper lakes.

This winter, in addition to the six that Winnebago has given up so far, approximately 80 were taken from lakes Poygan, Winneconne and Big Butte des Morts in a special 2-day season Feb. 10 and 11.

It's practically guaranteed that the final total for the season won't hit 100, making it the poorest season since they started keeping records in 1955.

In a few days we'll be flipping the calendar page to March and most outdoorsmen let out a groan when they look at those 31 days.

The month of March is probably one of the hardest there is for the sportsmen to get through. Winter is still hanging around, but the sun's rays give a slight indication that warmer days are coming.

Days are getting longer, but when darkness settles there's a distinct chill that lets you know it's handy to have the winter coat around.

There's speculation already as to what effect there will be on the spring walleye run up the Wolf River if we don't get more snow soon. Mother Nature usually comes through with some good snowstorms in March and it probably would be a good thing if she did.

High water is needed to get the pike to the spawning marshes and if we would have to rely on the amount of snow we have now there wouldn't be much of a rise in the water levels.

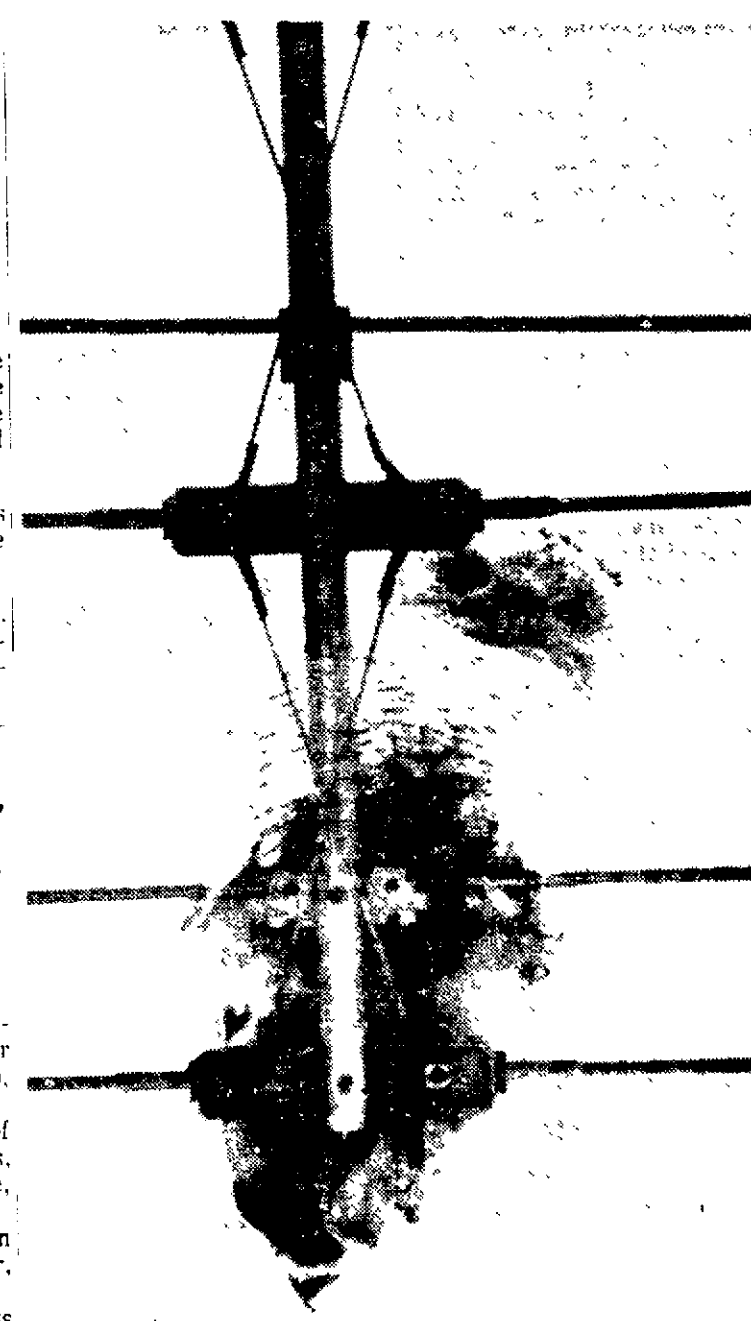
It will be interesting to see what the next few weeks bring. Perhaps we'll have another spring when a good share of the walleyes stay right in Lake Winnebago instead of making their annual trek northward.

## See Marten In Apostle Island Area

MADISON — Proof that the rare pine marten still lives in northern Wisconsin was obtained by a law enforcement officer of the Department of Natural Resources.

Orville Weborg, patrol boat captain for the department's Division of Conservation, was checking commercial ice fishermen in the Apostle Islands area of Lake Superior when he spotted the animal on the ice between Stockton and Oak Islands. He followed it with his snowmobile until it ran ashore on Oak Island and disappeared.

The pine marten, a relative of the weasel, mink and otter, was trapped and hunted to extinction in Wisconsin in the early part of this century. The last known early specimen was taken in Douglas County in 1925, although martens were reported seen in Sawyer County during the winter of 1939-1940. Marten fur is valuable, and the animal prefers undisturbed wilderness.



A Snowy Owl Peers Down from a television antenna as they search for food and occasionally are seen in this area. They normally inhabit the Arctic regions. (AP Wirephoto)



Feb. 28 — Public meeting on March 8-17 — Chicago National Canada goose management, al Boat, Travel and Outdoor City Hall, Waupun. Show, Amphitheatre, Chicago.

Feb. 28-29 — Hunter Safety III Instructors Course, Community Building, Richland Center. Great Lakes Outdoor Writers.

Feb. 29-March 2 — American International Amphitheatre, Association for Conservation In-Chicago, Ill. formation Winter Workshop. March 10-15 — Conservation Holiday Inn, Bismarck, North Editors Short Course, Stillwater, Dakota.

March 1 — Sturgeon spearing March 11 — Governor's Press season closes on Lake Winnebago. Luncheon, Sheraton-Chicago Hotel, Chicago.

March 1-10 — Midwest Spring March 11-2 — NORGLAC Flower and Garden Show, State Meeting, Chicago, Ill. Fair Park, Milwaukee.

March 5 — Deadline for can Wildlife and Natural Removing ice-fishing shanties on sources Conference, Shamrock, all waters south of highway 64. Hilton Hotel, Houston, Texas



# Road to Millions' Open to Frazier if He Defeats Mathis

## Griffith, Benvenuti Clash in Other Half of March 4 Card

By MURRAY ROSE

NEW YORK (AP) — A lone eagle gamble by Joe Frazier's brain trust is going to pay off handsomely for the undefeated Philadelphia heavyweight on March 4.

That's when the 1964 Olympic heavyweight champion will take on his arch-rival of amateurs, also unbeaten. Buster Mathis of Grand Rapids, Mich., in the second half of a title twin bill in the new Madison Square Garden.

The big boys will clash in a 15-rounder for New York and Massachusetts recognition as world heavyweight champion.

In the opening half of the doubleheader, world middleweight champion Emile Griffith of New York will meet Italy's Nino Benvenuti in the rubber match between the two 160-pounders. Benvenuti won the crown from Griffith last April 17 and then lost it back to the body-banging Griffith on Sept. 29.

Collect \$175,000

Frazier and Griffith will collect \$175,000 each, Benvenuti \$80,000 and Mathis \$75,000. The Garden hopes for a sellout gross of \$750,000 and will pick plenty more in the national closed circuit television to arenas and theaters.

The fat purse already has paid off for the Frazier gamble but if he beats Mathis—and he is the 9-5 favorite—he may be on the road to millions.

Frazier's advisers in the Cloverly Corporation, which backs him, rejected an invitation to participate in the eight-man elimination tournament supported by the World Boxing Association.

The WBA and the New York Athletic Commission, which is not a member of the WBA, both stripped Cassius Clay of recognition as world heavyweight champion when Clay refused to enter military service.

## Mike Heroux Standout for Montana '5'

MISSOULA, Mont. — One of the standouts on the University of Montana's freshman basket-

At the time, Frazier was ranked as the No. 2 contender by the WBA and first by Ring Magazine. When he refused to enter the tourney, the WBA dropped him to No. 8. Ring, which still recognizes Clay as champion, kept Frazier as No. 1.

Cloverly and manager Yancey Durham took a calculated risk that no matter what happened, the tournament winner eventually would have to fight the hard-hitting Philadelphia.

They appear to have guessed correctly.

First, the winner of the Frazier-Mathis will earn a piece of the title. New York and Massachusetts commissions have bestowed their blessings on the fight as a title affair.

Then, unless the fight is a total flop, the winner will be in a position to bargain for equal terms with the survivor of the WBA's tournament. That tourney is down to two men, Jerry Quarry of Bellflower, Calif., and Jimmy Ellis of Louisville.

The Quarry-Ellis fight is ticketed for April.

**Expresses Confidence**  
Frazier, 24, 5-foot-11, 205-pounds, has expressed confidence he will knock out Mathis, 23, 6-3, 240-pounds, who twice beat Frazier in pre-Olympic competition.

The left-hooking specialist from Philadelphia has climbed faster and met stronger opposition in the pro ranks than Mathis, who has just earned a No. 10 ranking from Ring. Buster, a 300-pound baby elephant in the amateurs, was unranked when he signed for the match with Frazier.

Mathis thus has a chance to cash in the big chips, too, with an upset victory.

**17 Knockouts**  
Frazier's record is 19-0 with 17 knockouts. Mathis' record is 23-0 with 17 knockouts.

Benvenuti dominated the first fight when Griffith appeared to be supremely confident. It was the other way around the second time. Then Benvenuti was the over-confident champion and he was out-fought by a determined, aggressive ex-champion.

Griffith's record is 54-8 with 20 knockouts compared to Benvenuti's 73-2, including 30 knockouts.

## Red Wings Stop Stars In NHL Tilt

DETROIT (AP) — Veteran Gordie Howe set up one goal and fired his 30th as the Detroit Red Wings cracked an eight-game winless streak with a 3-1 National Hockey League victory over the Minnesota North Stars Saturday.

The 39-year-old Howe, in his 22nd NHL season, hit the 30-goal mark for the 12th time, but the first in five seasons.

Despite the Wings' last place standing in the Eastern Division, a spot they seemed destined to keep the rest of the year, Howe has been enjoying one of his better seasons, and his goal stood up as the winner, the 107th of his career.

## Pirates Call Drills Due to Bad Weather

FORT MYERS, Fla. (AP)—A stiff wind and chilly temperatures broke up the Pittsburgh Pirates' training session Saturday.

Pitchers and catchers jogged around a bit and did some throwing, then decided to call it quits when the temperature dropped into the mid-50s.

## 'Why Ruin Great Game'

# 12-Foot Basket Unwanted, Poll Shows

NEW YORK (AP) — Forget about it.

There will be no 12-foot basket in college basketball, not if the Houston, UCLA, North Carolina, St. Bonaventure, Columbia, Tennessee, Kentucky, Vanderbilt and Duke — turned thumbs down on upping the mesh.

Not even the presence of Low Alcindor can inspire a rise in the hoop. Nor could Dr. James Naismith, the man who invented the purely American game back in 1891, negotiate such a switch.

John Wooden of UCLA made this comment: "It would be placing the basket even farther away from the shorter player of Southwest Louisiana. Seven members of the Pacific-8, including Coach Wooden of the defending NCAA champion UCLA Bruins, were against while Rene Herrera of the University of California favored the 12-foot elevation.

The eight-member Southwest Conference voted a solid no as did eight of the nine voting members of the Southern Conference.

Larry Weise of St. Bonaventure summed up his thoughts that a move to the 12-foot basket was a distinct possibility. The thussy: "I've never lost or won were against the issue and one, Conference



Miss Mary Heinecke, Lawrence University assistant professor of physical education, is the state women's open fencing champion. She also excels in badminton.

## 2-Way State Champion

# Mary Heinecke, of Lawrence, Is 'Split Personality' in Sports

By MARGUERITE SCHUMANN of Lawrence University

Mary Faye Heinecke seldom wears a hat, but right now she wears about six crowns.

The Lawrence University assistant professor of physical education is a state champion in two sports.

In fencing, she has held the state women's open championship for two years, and the state women's closed competition for one.

In badminton, she won the state women's single championship last season, and during the past several months has taken part in a half-dozen out-of-state tournaments. Laurels garnered there include winning the women's singles in the Golden Bird Midwest B tournament in Chicago, and teaming with Dave Murray of the Fox Valley Center for the mixed doubles crown in the same meet, coming in as runner-up in women's singles in the Burdick Open A tournament, also in Chicago; and in B tournament competition in Flint, Mich., getting to the finals with Murray in the mixed doubles and winning the women's C singles.

In 12-state midwestern competition, "I generally get to the finals, but have never gotten above fifth place," she reports. Most of the best fencers in the region come from Chicago, Detroit and Cleveland.

**Will Cause Grief**

Miss Heinecke's split-personality as a competitor will cause her considerable grief in the next two months. On March 9-10 girls tend to giggle and pull she would like to be in there away when they're being hit

swinging at the Wisconsin State Badminton Open at Appleton High School-East, "but I won't be able to enter, because I've got to defend my state closed fencing title in Milwaukee on that day. On April 21, I have to defend two titles in different sports — my open fencing title at Shorewood High School in Milwaukee and my badminton title in West Allis. But since they're across town from each other, I'm going to try to do them both."

You don't win state titles unless you keep everlastingly at it, so this is Miss Heinecke's weekly schedule: Monday evenings, she gets in her singles practice with the Neenah Badminton Club; Tuesday night she and Russ Johnson teach fencing at the Appleton YMCA; Wednesday she conducts the fencing club at Lawrence; Thursday evenings and sometimes on Sunday she plays with the Appleton Badminton Club; and Friday morning, she is coached in fencing by Russ Johnson of the Fox Valley Center. "I exercise in between," she volunteers.

With such a performance record, Miss Heinecke gives her the old saying about those who can do, those who can't, teach. The largest part of her life is given over to teaching.

"At Lawrence, I teach both the men's and women's fencing classes," she reports. "I enjoy teaching fencing to men — they're so aggressive, some invitational meet run by the Wauwatosa Recreation Department."

Lawrence will be host to the Third Annual Invitational Fencing meet March 29, with six or seven schools expected to compete, and "we hope we'll be able to keep a few of the medals ourselves," Miss Heinecke said. A delegation of eight intermediate and advanced Lawrence fencers will attend an invitational meet run by the Wauwatosa Recreation Department.

Ray Mears of Tennessee, Dan Spika of North Texas and Russ Johnson of the University of California were among the coaches who took part in the poll.

In the 10-member Southern Conference nine, including Adolph Rupp of Kentucky, the top ten of last week negated any nation's winningest coach, were against while Tommy Bartlett of Evansville, Kentucky Wesleyan, of Florida was not ready to decide.

Southwest Missouri, University of Louisiana, Trinity, Tex. Norfolk State, and Pan American. McNeese and Pan American.

"I don't feel that enough people dominate the game at 10 feet of elevation," figured Bob Daniels of Kentucky Wesleyan, and his thoughts were borne out by Conference voted a solid no as did eight of the nine voting members of the Southern Conference.

## Sports in Review

# Xavier Copped State Crown 5 Years Ago

25 Years Ago — Cornelius Warner, the nation's foremost pole vaulter, accepted the James E. Sullivan Award as the outstanding amateur of 1942, but the track star expressed dissatisfaction with his own failure to clear 15 feet, eight inches. "I never felt better in my life," he was quoted, "and I can't understand it. I guess I wasn't lucky."

Andy Phillip became the most prolific scorer in Big 9 Conference history when he drilled 40 points in leading the Illinois "Whiz Kids" to a 92-25 humiliation of Chicago. Phillip's total of 255 points in the Illini's 12 straight wins surpassed the previous mark of Wisconsin's Johnny Kotz, who made 242 points in 15 games the year before.

20 Years Ago — Skip Durham, a young Durham, N.C., professional established what is thought to be a new world's record for putts on a round of 18 holes — 18. He 3-putted only one green, had 15 1-putt greens, and chipped into the cup on two other holes.

Although men and women oppose each other only in exhibitions, the Lawrence teacher says, "I enjoy practicing against men, because of their speed and power. Men benefit from fencing against women, as well, because women have a finer touch and are a little bit better at deceiving."

Miss Heinecke is enthusiastic in her praise of fencing as a lifetime sport. "It is the intelligent man's sport," she says. "If you have a good mind and can analyze things, you are far ahead of the person who has only youth and speed on his side."

She cites the case of many fencers of both sexes who are still winning in their 40s and 50s. "There's a grandmother in her 50s in California who still reaches the finals, and another woman in her 40s with a half-dozen children who does the same." Fencers reach their prime in the late twenties or early thirties — they don't "peak" as young as swimmers and track stars do.

Miss Heinecke has been especially active in promoting the teaching of fencing in the Stump, Jim Rather, Bob states. She is secretary of the Wisconsin division of the Amateur Fencers League of America which holds annual workshops for teachers, supported by the Olympic Development Fund. The most recent workshop was held at WSU-Oshkosh with Miss Heinecke as chairman. In collaboration with University of Illinois fencing coach Maxwell Garret, she is writing a manual for fencing institutes.

She has attended a number of national institutes and Olympic fencing camps in the east, where she has observed Michael Alaux, the coach of the American Olympic team, and other leaders in the sport.

At Lawrence, Miss Heinecke has sparked considerable interest with her flashing foil: beginning classes run as high as 30, there are 14 intermediates this year, and there is a fencing club of six among the best fencers on the campus are Gary Schlei, Brookfield, who was runner-up in the under-19 state tournament last year. Karen Spangenberg, Palo Alto, Calif., who placed third; Fred Meyer of Appleton ("he's not under 19 anymore, but he should do well"); Celeste Shafer, Portage, and Paul Bauck, Hammond, Ind., who are both comers.

Lawrence will be host to the Third Annual Invitational Fencing meet March 29, with six or seven schools expected to compete, and "we hope we'll be able to keep a few of the medals ourselves," Miss Heinecke said. A delegation of eight intermediate and advanced Lawrence fencers will attend an invitational meet run by the Wauwatosa Recreation Department.

Tickets, priced at \$1, are available at business places throughout the community and from members of the organization.

Ex-Boston Brave, Henry Schreiber, Dies; Heart Attack

INDIANAPOLIS, Ind. (AP) — Henry W. Schreiber, who played for five different major league baseball teams some 50 years ago, was found dead Friday in the home where he lived alone.

Deputy Coroner Joseph W. Summers said Schreiber had been dead several days and apparently suffered a heart attack. An autopsy was ordered. He was 74.

Schreiber broke in as an outfielder for the Chicago White Sox in 1914. In 1917, he played the infield with the Boston Braves and two years later was infielder for the world champion Cincinnati Reds.

He played for the New York Giants in 1921 and the Chicago Cubs in 1925.

Steelers to Play New AFL Entry, Cincinnati

PITTSBURGH (AP) — The Pittsburgh Steelers said Saturday they will play the newly franchised Cincinnati Bengals in a pro football exhibition game at Morgantown, W. Va., Aug. 25.

The Steelers are in the National Football League, and Cincinnati is the newest entry in the American Football League.

Appleton High School wrapped up the Fox River Valley Conference title by slipping past Sheboygan Central, 42-38, on the Terrors' floor. Coach Myrlin Seims club, 13-0 in league play, thus clinched its second undisputed crown in a row and third in four years.

Seymour center Claude Peotter went on another scoring rampage as the Indians whipped Gillett, 80-61. Peotter collected 21 field goals and four free throws for 46 points.

15 Years Ago — "Basketball, particularly the professional kind, is dying," said Abe Saperstein, owner-coach of the Harlem Globetrotters in a magazine article. "Basketball can no longer be considered anything but a fourth-rate spectator sport," he went on. "No matter how spectacular basketball play may be, the goals are cheap. The sports fan wants to see proficiency in ball-handling. The real trouble can be traced back to the elimination of the center jump. I believe I have proved what we need is a slower not a faster game."

10 Years Ago — Wisconsin assured itself of its first last-place finish in Big 10 Conference basketball annals by losing to Michigan, 72-65. The Badgers wound up with a 3-11 record. Bob Litzow, former Stevens Point High School star, closed his career with 22 points and Walter "Bunky" Holt hit 17.

Shawano, winner of 19 of 20 games and defending WIAA state cage champion, was voted the top team in Wisconsin in the final Associated Press prep ratings. Neenah was rated 11th and Appleton 15th.

5 Years Ago — Appleton Xavier, under Coach Gene "Torchy" Clark, completed an undefeated season (25-0) by beating Milwaukee Marquette, 71-64, for the state Catholic High School Tournament basketball championship. Warrek "Kip" Whittinger paced the Hawks to the victory with 26 points. Rocky Bleier had 16, and Dick Wiesner 12. Chuck Nagle had 20 for the losers. Other Xavier boys who played in the win were Bob De Bruin, Bob Rammer, Tim Garvey, Tom Rankin, and John Heinritz. Paul Stumpf, Jim Rather, Bob Zwicker, Bill Timmers, Tim Hardy, Paul Putzer, Bruce Griesbach, and Bill Fischer were also members of the team.

## Sportsman's Show Set at Little Chute

LITTLE CHUTE — The Jacob Coppus Post of the American Legion and the St. John Athletic Association have announced plans for a Sportsman's Show Sunday March 3 at the Public High School gymnasium.

Over \$2,000 in prizes will be awarded with the top awards being a 14-foot fishing boat, an outboard motor and a 12-gauge shotgun. In addition, numerous other merchandise prizes will be presented.

The program will include musical entertainment, an archery demonstration by Chris Wildenberg and Mr. and Mrs. Elmer Grimm and a spin-casting demonstration by a representative of a national tackle manufacturer.

Clarence "Archie" Van Handel is heading up the committee from the Legion post while "Junior" Salm is handling the group from the Athletic Association.

Tickets, priced at \$1, are available at business places throughout the community and from members of the organization.

Ex-Boston Brave, Henry Schreiber, Dies; Heart Attack

INDIANAPOLIS, Ind. (AP) — Henry W. Schreiber, who played for five different major league baseball teams some 50 years ago, was found dead Friday in the home where he lived alone.

Deputy Coroner Joseph W. Summers said Schreiber had been dead several days and apparently suffered a heart attack. An autopsy was ordered. He was 74.

Schreiber broke in as an outfielder for the Chicago White Sox in 1914. In 1917, he played the infield with the Boston Braves and two years later was infielder for the world champion Cincinnati Reds.

He played for the New York Giants in 1921 and the Chicago Cubs in 1925.

Steelers to Play New AFL Entry, Cincinnati

PITTSBURGH (AP) — The Pittsburgh Steelers said Saturday they will play the newly franchised Cincinnati Bengals in a pro football exhibition game at Morgantown, W. Va., Aug. 25.

The Steelers are in the National Football League, and Cincinnati is the newest entry in the American Football League.

# Obituaries

## James F. Eckrich

123 N. Lark, Oshkosh  
Age 45, passed away in Oklahoma City yesterday afternoon at 5 p.m. as a result of a heart attack. He was a programmer at the First National Bank, Appleton. He was born in Milwaukee June 21, 1922. He attended St. Mary's School at Menasha and was a graduate of Lawrence University Class of 1946. He was a member of the Sacred Heart Church, Oshkosh and served in World War II overseas. He is survived by his mother, Mrs. Edna Eckrich, Oshkosh; two sons, Peter and Michael, both of Marinette; two sisters, Mrs. Dan R. Tuchscherer, Oshkosh; Mrs. George Owens, Albany, Georgia. Funeral services will be held Tuesday 10 a.m. at the Sacred Heart Catholic Church.

## Blackburn Cops Permatix 300

### Slow Times in Race Caused by Caution Flags

By F. T. MACFEELY  
Associated Press Writer  
DAYTONA BEACH, Fla. (AP) — Home town favorite Bunkie Blackburn drove a smart, steady pace to victory in the Permatex 300-mile race for sportsman model stock cars Saturday.

The 36-year-old veteran Daytona Beach racer started his 1965 Dodge in first place and dueled Tiny Lund of Cross, S.C., for the lead through the first 38 laps.

Then Blackburn dropped off the pace until Lund and two other leaders were eliminated with mechanical troubles, and he kept his speedy white car in front the final 33 laps.

He finished one-half lap in front of Hoss Ellington of Wilmington, N.C., in a 1964 Ford. Third place went to Bobby Allison of Hueytown, Ala., in a 1963 Ford and fourth to Bill Wimble of Rome, N.Y., in a 1961 Pontiac.

A series of blown engines, spins and dropped parts kept 42,000 spectators on the edges of their seats through the little more than two hours of the race.

Seven caution flags held the speed to 140.423. It was far short of the record of 148.520 Jim Paschal set last year.

One caution flag signalled the only collision of two cars, when Donald Bumgardner of Kings Mountain, N.C., and Aaron Gailley of Livonia, Ga., ran together and spun in wide arcs coming out of the second turn.

Oshkosh with Rev. Robert Klein officiating. Interment will be in Calvary Cemetery. Friends may call 6 p.m. to 9 p.m. Monday at the Fiss & Bills Funeral Home, 130 Church Ave., Oshkosh.

## Joseph J. Sprangers, Sr.

Route 1, Menasha  
Age 71, passed away at 11 p.m. Friday. He was born in Darboy August 16, 1896 and he operated a farm at route 1, Menasha for the past 45 years. Mr. Sprangers was the president and Director of the Calumet Equity Insurance Company of New Holstein. Survivors include his wife, Edna; five daughters, Mrs. Donald (Jeannette) Van Heuvel, Appleton; Mrs. Jerome (Lorraine) Kohl, Appleton; Mrs. Fredrick (Beatrice) Mueller, Kaukauna; Mrs. Kenneth (Margie) Van Stralen, Darboy; Miss Elaine Sprangers, at home; four sons, Lawrence and Joseph Jr., both of Sherwood; Floyd and Leonard, both of Kaukauna; three brothers, John, Menasha; George, Darboy; Edward, Appleton; one sister, Mrs. Joe (Mary) Uitenbroek, Darboy; 40 grandchildren. Funeral services will be held Tuesday at 10 a.m. at the Sacred Heart Church, Sherwood with burial in the Holy Angels Cemetery at Darboy. Friends may call at the Greenwood Funeral Home, Kaukauna, after 2 p.m. Monday. The rosary will be prayed at 8 p.m. Monday.

## ANNOUNCEMENTS

### IN MEMORIAM

IN LOVING MEMORY of persons no longer with you and your family. Memorial service is available through the Want-Ad Department. For assistance in preparing notices, obituary notices and costs, write to the Post-Crescent Want Ad Department or Phone 733-4411.

### SPECIAL NOTICES

ELECTRIC SHAVERS REPAIRED  
All makes, all models! Prompt, efficient service by our own shaver experts!  
SCHLAFER'S  
115 W. College Ave., Appleton, Wisconsin

### LOST AND FOUND

LOST SILVER DOLLAR in metal case with engraved inscription and date. Keepsake Silver dollar reward offered. Phone 733-2467 or 734-2559.

### AUTOMOTIVE

ACCESSORIES, PARTS 10  
AUTO SEAT COVERS — Quality fabric, 32¢. Woven nylon, 35¢. 51¢. spun rayon, 52¢. 788-1116.

### AUTO SERVICING

FREE SPRAY WAX, with car wash and this at only Mar. 2! AUTO MAT Car Wash, South.

### AUTOMOTIVE WANTED

Allen Auto Arena Buys Cars  
625 W. Wis. Ave. 733-7452  
CASH FOR YOUR CARS  
BUD MODER AUTO SALES  
1324 S. Onondaga St., Phone 733-4540

1850 W. Wisconsin Ave., Ph. 739-1136  
For Clean Used Cars  
SAM MALOFSKY MOTORS

Let the experts handle it!  
**FOX CITIES BUSINESS SERVICE**  
**DIRECTORY**  
This Week's  
Featured Service  
**LETTER SERVICE**  
ELECTRONIC STENCIL CUTTING, Mimeographing, addressing, map, photocopying, Appleton Letter Service, 222 E. Wis. Ave. 739-7414  
**STANFORD C. NYBERG**  
Owner

**APPLIANCE REPAIR**  
Frigidaire — Maytag — GE  
"Genuine Factory Parts"  
Factory Trained Service Men  
H. C. PRANGE CO. 733-5511  
EXPERT REPAIRS ON ALL MAKES  
Sewing Machines Free pick-up  
and delivery. Reasonable.  
VALLEY SEWING SERVICE  
415 N. Onondaga St. Dial 734-7490  
KIRBY authorized Sales & Service  
ALL PARTS IN STOCK  
1235 W. College Ave. 734-5208  
WASHER & DRYER SERVICE  
OVER 100,000 PARTS IN STOCK  
GOOD HOUSEKEEPING SHOP  
62 W. College Ave. 734-5667

**FLOOR SANDING**  
EXPERT WORK—Free estimates,  
no job too large or small.  
RALPH'S FLOOR SANDING  
SERVICE, Black Creek 984-3883

**PAINTING - DECORATING**  
PAPER HANGING, WALL TAPING  
and more. Free estimates and sliding.  
COHEN & WIEDENHAUPT  
1813 N. Erb St. 733-3848

**RADIO-TV REPAIR**  
RADIO & TV REPAIR — Guaranteed satisfaction. Goodwill Industries, 120 N. Lake St., Neenah 725-7025

**ROOFING, INSULATION**  
GOLD BOND  
ROOFING & SIDING CO., Inc.  
PHONE 766-2881 or 733-5706  
GET OUR PRICES before you buy  
Insulation, roofing and siding.  
NORMAN BROTHERS  
Phone 722-7071

**RUG-WALL CLEANING**  
Rugs & upholstery cleaned by dry  
foam method. Washed by machine  
washed Ph. 725-7553  
BANNER INTERIOR CLEANERS

**SAND BLASTING**  
MIDWEST SANDBLASTING CO. —  
Rt. 2 Menasha — Industrial Com-  
mercial — Residential — Equip-  
ment. Free Estimates 734-0015

**SEPTIC TANKS**  
CONCRETE SEPTIC TANKS  
Sales and Installation  
VAN HANDEL, SAN & GRAVEL  
724-1272 or 733-5272

**TRENCHING**  
TRENCHING—Footings, and leader  
work & sewer work. Call  
JIM SCHNEIDER, Ph. 734-4750

**UPHOLSTERY**  
REUPHOLSTER UPHOLSTERY  
Furniture Upholstered, Repaired  
and more. Free estimates and sliding.  
333 W. Wis. Ave. 733-1084  
UPHOLSTERY — Custom work  
satisfaction guaranteed. Goodwill  
Industries, 120 N. Lake St., Neenah  
725-7025.

**ENGINE REPAIRS**  
SMALL ENGINE REPAIRS  
Lawnmowers, snowblowers & out-  
board motors. Goodwill Indus-  
tries, 120 N. Lake St., Neenah  
725-7025  
YOUR WANT AD is delivered  
about 30,000 homes. Ph. 733-4411.







# FREE TEEN-CRIER WANT-ADS for TEENAGERS 13 to 18

HELP, MALE 21 H.W.P. MALE 21 S.A.F.S. MEN-WOMEN 23 EMPLOYMENT WANTED 24 STORE SPECIALS 31 RUMMAGE SALES 40A MOBILE HOME-SALE 53 February 25, 1968 Sunday Post-Crescent D 9

## Mechanical Draftsmen

Immediate openings in our Research and Engineering Division for experienced Mechanical Draftsmen interested in permanent, challenging positions and an opportunity for personal growth in the engineering field with one of the nation's leading paper manufacturing and converting corporations.

Applicants must have two years of college engineering, and an Associate Engineering Degree, or the equivalent in actual design experience.

Work will be in our Engineering Department with design engineers on process and machine layout. Applicants should possess the capacity to develop in areas of design, job handling and supervision of other engineering technicians to the point of assuming increasing job responsibility.

Salaries commensurate with experience and educational background.

Excellent fringe benefits, including a personal self-development program, resume, including salary requirements to:

## Corporate Recruiting Kimberly-Clark Corporation

Neenah, Wisconsin 54955 An Equal Opportunity Employer

## MECHANICS AUTO MECHANICS \$3.71 per hr.

Ford heavy truck needs several mechanics. Excellent pay & employee benefits. Diesel experience preferred also, looking for heavy gas mechanics.

Badger Ford Truck 2326 W. St. Paul Milwaukee 54408

## OWNER-OPERATOR

If you own a tractor, 1962 or newer, we have a career opportunity for you by associating yourself with the world's largest moving organization. You will enjoy excellent earnings. Call Henry Froehlich at 739-3649 for further information. Grabel Moving & Storage, 230 W. College Ave., Appleton.

## SALESMAN

Full or part time. Excellent opportunity for advancement. Many employee benefits. Apply in person.

ROBERT HALL CLOTHES 2702 W. College Ave. An equal opportunity employer

## TECHNICAL OPPORTUNITIES

One of the nation's leading producers of quality recreational equipment has immediate openings in the following areas:

## DETAIL DRAFTSMAN

Applicants should have a minimum of 1 year of college and 2 years of detail drafting experience. Familiarity with travel trailers, camping trailers and/or truck campers is desirable. However, a background in sheet metal, furniture or consumer products design will be considered.

## SUPERVISORY

Experience in trailer assembly supervision. Applicants should have a high school diploma or some college training would be desirable.

This employer is noted for producing quality products and is located in a desirable area offering abundance of summer and winter sports, along with excellent fringe benefits. Long range plans offer excellent opportunity for advancement. Following resume and salary history to the attention of Mr. Engineer.

Salaries commensurate with experience and ability.

Equal Opportunity Employer Box R-91, Post-Crescent

## VENDING ROUTE MAN WANTED

ED - Will train. Apply in person between 2 & 5 p.m. Karris Vending, 207 N. Appleton St.

WASH & LUBE MAN New facilities. See Don TURLEY PONTIAC, Menasha.

AD TO ACTION—Phone 733-4411

## FOREMAN—FOUNDRY

Major Fox River Valley machinery manufacture seeks experienced Foundry Foreman. Applicants should have knowledge of loose molding core making, cupola operation & sand control. Position offers attractive salary, advancement opportunities & one of the finest benefit programs in the area. Reply in confidence to Box R-88 Post-Crescent.

## BE A TV STAR

We can give you a starring role in assembling television Tuners. Excellent working conditions—Fine benefits—Good wages.

Day Hours—7:30 A.M. to 4:00 P.M.  
Night Hours—4:30 P.M. to 1:00 A.M.

Daily auditions for starring roles. Apply today to your nearest Wisconsin State Employment Office. We are an Equal Opportunity Employer.

## STANDARD COMPONENTS

2660 Oregon St. OSHKOSH, WIS.

An Equal Opportunity Employer

## Car Salesman

Earn up to \$1,000 a month or more. Medical and hospitalization benefits. Must be a steady worker and willing to follow company policies. Apply in person to Mr. Ed Kadlec or Louis Schwann.

Neenah-Menasha Motors, Inc. 104 Clyburn St., Neenah (FORD DEALER)

## Excellent Opportunity

For ambitious, licensed real estate salesmen in selling existing homes and new construction. Yearly promotion of model homes throughout the Fox Valley. Excellent commission schedule and benefits. Apply by calling 739-7281.

SMITH-PILGREN CONSTRUCTION & REALTY, INC.

## LAB TECHNICIAN

To run quality control tests. Should have made good marks in high school chemistry. Reply Box S-1, Post-Crescent.

## OVERSEAS JOBS

Australia, Europe, South America, Far East. Excellent working conditions & fringe benefits. Apply in person: Butte des Morts Golf Club, 3000 W. Prospect.

## SALES, MEN-WOMEN 23

## COUPLE

To live next door to well-established East Side Milwaukee church. Husband to act as sexton. Apartment provided adequate for family with four children; \$400 per month plus quarters, utilities & fringe benefits. Call (collect) Mr. Willets or Mr. Sands—271-9723.

## DISHWASHER

Male or Female. Permanent work 4 P.M. to 12 P.M. Apply in person: 131 A.M., 3 P.M. BIGGARS MOTEL, 3730 W. College Ave.

## LAB TECHNICIAN

To run quality control tests. Should have made good marks in high school chemistry. Reply Box S-1, Post-Crescent.

## OVERSEAS JOBS

Australia, Europe, South America, Far East. Excellent working conditions & fringe benefits. Apply in person: Butte des Morts Golf Club, 3000 W. Prospect.

## SALES, MEN-WOMEN 23

## COUPLE

To live next door to well-established East Side Milwaukee church. Husband to act as sexton. Apartment provided adequate for family with four children; \$400 per month plus quarters, utilities & fringe benefits. Call (collect) Mr. Willets or Mr. Sands—271-9723.

## DISHWASHER

Male or Female. Permanent work 4 P.M. to 12 P.M. Apply in person: 131 A.M., 3 P.M. BIGGARS MOTEL, 3730 W. College Ave.

## LAB TECHNICIAN

To run quality control tests. Should have made good marks in high school chemistry. Reply Box S-1, Post-Crescent.

## OVERSEAS JOBS

Australia, Europe, South America, Far East. Excellent working conditions & fringe benefits. Apply in person: Butte des Morts Golf Club, 3000 W. Prospect.

## SALES, MEN-WOMEN 23

## COUPLE

To live next door to well-established East Side Milwaukee church. Husband to act as sexton. Apartment provided adequate for family with four children; \$400 per month plus quarters, utilities & fringe benefits. Call (collect) Mr. Willets or Mr. Sands—271-9723.

## DISHWASHER

Male or Female. Permanent work 4 P.M. to 12 P.M. Apply in person: 131 A.M., 3 P.M. BIGGARS MOTEL, 3730 W. College Ave.

## LAB TECHNICIAN

To run quality control tests. Should have made good marks in high school chemistry. Reply Box S-1, Post-Crescent.

## OVERSEAS JOBS

Australia, Europe, South America, Far East. Excellent working conditions & fringe benefits. Apply in person: Butte des Morts Golf Club, 3000 W. Prospect.

## SALES, MEN-WOMEN 23

## COUPLE

To live next door to well-established East Side Milwaukee church. Husband to act as sexton. Apartment provided adequate for family with four children; \$400 per month plus quarters, utilities & fringe benefits. Call (collect) Mr. Willets or Mr. Sands—271-9723.

## DISHWASHER

Male or Female. Permanent work 4 P.M. to 12 P.M. Apply in person: 131 A.M., 3 P.M. BIGGARS MOTEL, 3730 W. College Ave.

## LAB TECHNICIAN

To run quality control tests. Should have made good marks in high school chemistry. Reply Box S-1, Post-Crescent.

## OVERSEAS JOBS

Australia, Europe, South America, Far East. Excellent working conditions & fringe benefits. Apply in person: Butte des Morts Golf Club, 3000 W. Prospect.

## SALES, MEN-WOMEN 23

## COUPLE

To live next door to well-established East Side Milwaukee church. Husband to act as sexton. Apartment provided adequate for family with four children; \$400 per month plus quarters, utilities & fringe benefits. Call (collect) Mr. Willets or Mr. Sands—271-9723.

## DISHWASHER

Male or Female. Permanent work 4 P.M. to 12 P.M. Apply in person: 131 A.M., 3 P.M. BIGGARS MOTEL, 3730 W. College Ave.

## LAB TECHNICIAN

To run quality control tests. Should have made good marks in high school chemistry. Reply Box S-1, Post-Crescent.

## OVERSEAS JOBS

Australia, Europe, South America, Far East. Excellent working conditions & fringe benefits. Apply in person: Butte des Morts Golf Club, 3000 W. Prospect.

## SALES, MEN-WOMEN 23

## COUPLE

To live next door to well-established East Side Milwaukee church. Husband to act as sexton. Apartment provided adequate for family with four children; \$400 per month plus quarters, utilities & fringe benefits. Call (collect) Mr. Willets or Mr. Sands—271-9723.

## DISHWASHER

Male or Female. Permanent work 4 P.M. to 12 P.M. Apply in person: 131 A.M., 3 P.M. BIGGARS MOTEL, 3730 W. College Ave.

## LAB TECHNICIAN

To run quality control tests. Should have made good marks in high school chemistry. Reply Box S-1, Post-Crescent.

## OVERSEAS JOBS

Australia, Europe, South America, Far East. Excellent working conditions & fringe benefits. Apply in person: Butte des Morts Golf Club, 3000 W. Prospect.

## SALES, MEN-WOMEN 23

## COUPLE

To live next door to well-established East Side Milwaukee church. Husband to act as sexton. Apartment provided adequate for family with four children; \$400 per month plus quarters, utilities & fringe benefits. Call (collect) Mr. Willets or Mr. Sands—271-9723.

## DISHWASHER

Male or Female. Permanent work 4 P.M. to 12 P.M. Apply in person: 131 A.M., 3 P.M. BIGGARS MOTEL, 3730 W. College Ave.

## LAB TECHNICIAN

To run quality control tests. Should have made good marks in high school chemistry. Reply Box S-1, Post-Crescent.

## OVERSEAS JOBS

Australia, Europe, South America, Far East. Excellent working conditions & fringe benefits. Apply in person: Butte des Morts Golf Club, 3000 W. Prospect.

## SALES, MEN-WOMEN 23

## COUPLE

To live next door to well-established East Side Milwaukee church. Husband to act as sexton. Apartment provided adequate for family with four children; \$400 per month plus quarters, utilities & fringe benefits. Call (collect) Mr. Willets or Mr. Sands—271-9723.

## DISHWASHER

Male or Female. Permanent work 4 P.M. to 12 P.M. Apply in person: 131 A.M., 3 P.M. BIGGARS MOTEL, 3730 W. College Ave.

## LAB TECHNICIAN

To run quality control tests. Should have made good marks in high school chemistry. Reply Box S-1, Post-Crescent.

## OVERSEAS JOBS

Australia, Europe, South America, Far East. Excellent working conditions & fringe benefits. Apply in person: Butte des Morts Golf Club, 3000 W. Prospect.

## SALES, MEN-WOMEN 23

## COUPLE

To live next door to well-established East Side Milwaukee church. Husband to act as sexton. Apartment provided adequate for family with four children; \$400 per month plus quarters, utilities & fringe benefits. Call (collect) Mr. Willets or Mr. Sands—271-9723.

## DISHWASHER

Male or Female. Permanent work 4 P.M. to 12 P.M. Apply in person: 131 A.M., 3 P.M. BIGGARS MOTEL, 3730 W. College Ave.

## LAB TECHNICIAN

To run quality control tests. Should have made good marks in high school chemistry. Reply Box S-1, Post-Crescent.

## OVERSEAS JOBS

Australia, Europe, South America, Far East. Excellent working conditions & fringe benefits. Apply in person: Butte des Morts Golf Club, 3000 W. Prospect.

## SALES, MEN-WOMEN 23

## COUPLE

To live next door to well-established East Side Milwaukee church. Husband to act as sexton. Apartment provided adequate for family with four children; \$400 per month plus quarters, utilities & fringe benefits. Call (collect) Mr. Willets or Mr. Sands—271-9723.

## DISHWASHER

Male or Female. Permanent work 4 P.M. to 12 P.M. Apply in person: 131 A.M., 3 P.M. BIGGARS MOTEL, 3730 W. College Ave.

## LAB TECHNICIAN

To run quality control tests. Should have made good marks in high school chemistry. Reply Box S-1, Post-Crescent.

## OVERSEAS JOBS

Australia, Europe, South America, Far East. Excellent working conditions & fringe benefits. Apply in person: Butte des Morts Golf Club, 3000 W. Prospect.

## SALES, MEN-WOMEN 23

## COUPLE

To live next door to well-established East Side Milwaukee church. Husband to act as sexton. Apartment provided adequate for family with four children; \$400 per month plus quarters, utilities & fringe benefits. Call (collect) Mr. Willets or Mr. Sands—271-9723.

## DISHWASHER

Male or Female. Permanent work 4 P.M. to 12 P.M. Apply in person: 131 A.M., 3 P.M. BIGGARS MOTEL, 3730 W. College Ave.

## LAB TECHNICIAN

To run quality control tests. Should have made good marks in high school chemistry. Reply Box S-1, Post-Crescent.

## OVERSEAS JOBS

Australia, Europe, South America, Far East. Excellent working conditions & fringe benefits. Apply in person: Butte des Morts Golf Club, 3000 W. Prospect.

## SALES, MEN-WOMEN 23

## COUPLE

To live next door to well-established East Side Milwaukee church. Husband to act as sexton. Apartment provided adequate for family with four children; \$400 per month plus quarters, utilities & fringe benefits. Call (collect) Mr. Willets or Mr. Sands—271-9723.

## DISHWASHER

Male or Female. Permanent work 4 P.M. to 12 P.M. Apply in person: 131 A.M., 3 P.M. BIGGARS MOTEL, 3730 W. College Ave.

## LAB TECHNICIAN

To run quality control tests. Should have made good marks in high school chemistry. Reply Box S-1, Post-Crescent.

## OVERSEAS JOBS

Australia, Europe, South America, Far East. Excellent working conditions & fringe benefits. Apply in person: Butte des Morts Golf Club, 3000 W. Prospect.

## SALES, MEN-WOMEN 23

## COUPLE

To live next door to well-established East Side Milwaukee church. Husband to act as sexton. Apartment provided adequate for family with four children; \$400 per month plus quarters, utilities & fringe benefits. Call (collect) Mr. Willets or Mr. Sands—271-9723.

## DISHWASHER

Male or Female. Permanent work 4 P.M. to 12 P.M. Apply in person: 131 A.M., 3 P.M. BIGGARS MOTEL, 3730 W. College Ave.

## LAB TECHNICIAN

To run quality control tests. Should have made good marks in high school chemistry. Reply Box S-1, Post-Crescent.

## OVERSEAS JOBS

Australia, Europe, South America, Far East. Excellent working conditions & fringe benefits. Apply in person: Butte des Morts Golf Club, 3000 W. Prospect.

## SALES, MEN-WOMEN 23

## COUPLE

To live next door to well-established East Side Milwaukee church. Husband to act as sexton. Apartment provided adequate for family with four children; \$400 per month plus quarters, utilities & fringe benefits. Call (collect) Mr. Willets or Mr. Sands—271-9723.

## DISHWASHER

Male or Female. Permanent work 4 P.M. to 12 P.M. Apply in person: 131 A.M., 3 P.M. BIGGARS MOTEL, 3730 W. College Ave.

## LAB TECHNICIAN

To run quality control tests. Should have made good marks in high school chemistry. Reply Box S-1, Post-Crescent.

## OVERSEAS JOBS

Australia, Europe, South America, Far East. Excellent working conditions & fringe benefits. Apply in person: Butte des Morts Golf Club, 3000 W. Prospect.

## SALES, MEN-WOMEN 23

## COUPLE

To live next door to well-established East Side Milwaukee church. Husband to act as sexton. Apartment provided adequate for family with four children; \$400 per month plus quarters, utilities & fringe benefits. Call (collect) Mr. Willets or Mr. Sands—271-9723.

## DISHWASHER

Male or Female. Permanent work 4 P.M. to 12 P.M. Apply in person: 131 A.M., 3 P.M. BIGGARS MOTEL, 3730 W. College Ave.

## LAB TECHNICIAN

To run quality control tests. Should have made good marks in high school chemistry. Reply Box S-1, Post-Crescent.

## OVERSEAS JOBS

Australia, Europe, South America, Far East. Excellent working conditions & fringe benefits. Apply in person: Butte des Morts Golf Club, 3000 W. Prospect.

## SALES, MEN-WOMEN 23

## COUPLE

To live next door to well-established East Side Milwaukee church. Husband to act as sexton. Apartment provided adequate for family with four children; \$400 per month plus quarters, utilities & fringe benefits. Call (collect) Mr. Willets or Mr. Sands—271-9723.

## DISHWASHER

Male or Female. Permanent work 4 P.M. to 12 P.M. Apply in person: 131 A.M., 3 P.M. BIGGARS MOTEL, 3730 W. College Ave.

## LAB TECHNICIAN

To run quality control tests. Should have made good marks in high school chemistry. Reply Box S-1, Post-Crescent.

## OVERSEAS JOBS

Australia, Europe, South America, Far East. Excellent working conditions & fringe benefits. Apply in person: Butte des Morts Golf Club, 3000 W. Prospect.

## SALES, MEN-WOMEN 23

## COUPLE

To live next door to well-established East Side Milwaukee church. Husband to act as sexton. Apartment provided adequate for family with four children; \$400 per month plus quarters, utilities & fringe benefits. Call (collect) Mr. Willets or Mr. Sands—271-9723.

## DISHWASHER

Male or Female. Permanent work 4 P.M. to 12 P.M. Apply in person: 131 A.M., 3 P.M. BIGGARS MOTEL, 3730 W. College Ave.

## LAB TECHNICIAN

To run quality control tests. Should have made good marks in high school chemistry. Reply Box S-1, Post-Crescent.

## OVERSEAS JOBS

Australia, Europe, South America, Far East. Excellent working conditions & fringe benefits. Apply in person: Butte des Morts Golf Club, 3000 W. Prospect.

## SALES, MEN-WOMEN 23

## COUPLE

To live next door to well-established East Side Milwaukee church. Husband to act as sexton. Apartment provided adequate for family with four children; \$400 per month plus quarters, utilities & fringe benefits. Call (collect) Mr. Willets or Mr. Sands—271-9723.

## DISHWASHER



# CHILDREN'S CARAVAN COAT SALE

What is a Caravan Coat Sale? For the first time Prange's children's and teen departments have regrouped and repriced their entire collection of coats, jackets and snow suits and brought them to our store for two days of fantastic savings. Due to the mild winter our buyers have been able to purchase terrific quantities of coats at exceptional reductions. We have combined these purchases with our stock and for this reason Prange's offers you sensational values on their entire collection of children's and teens' outerwear. Over 500 coats from which to choose.

# 12.99

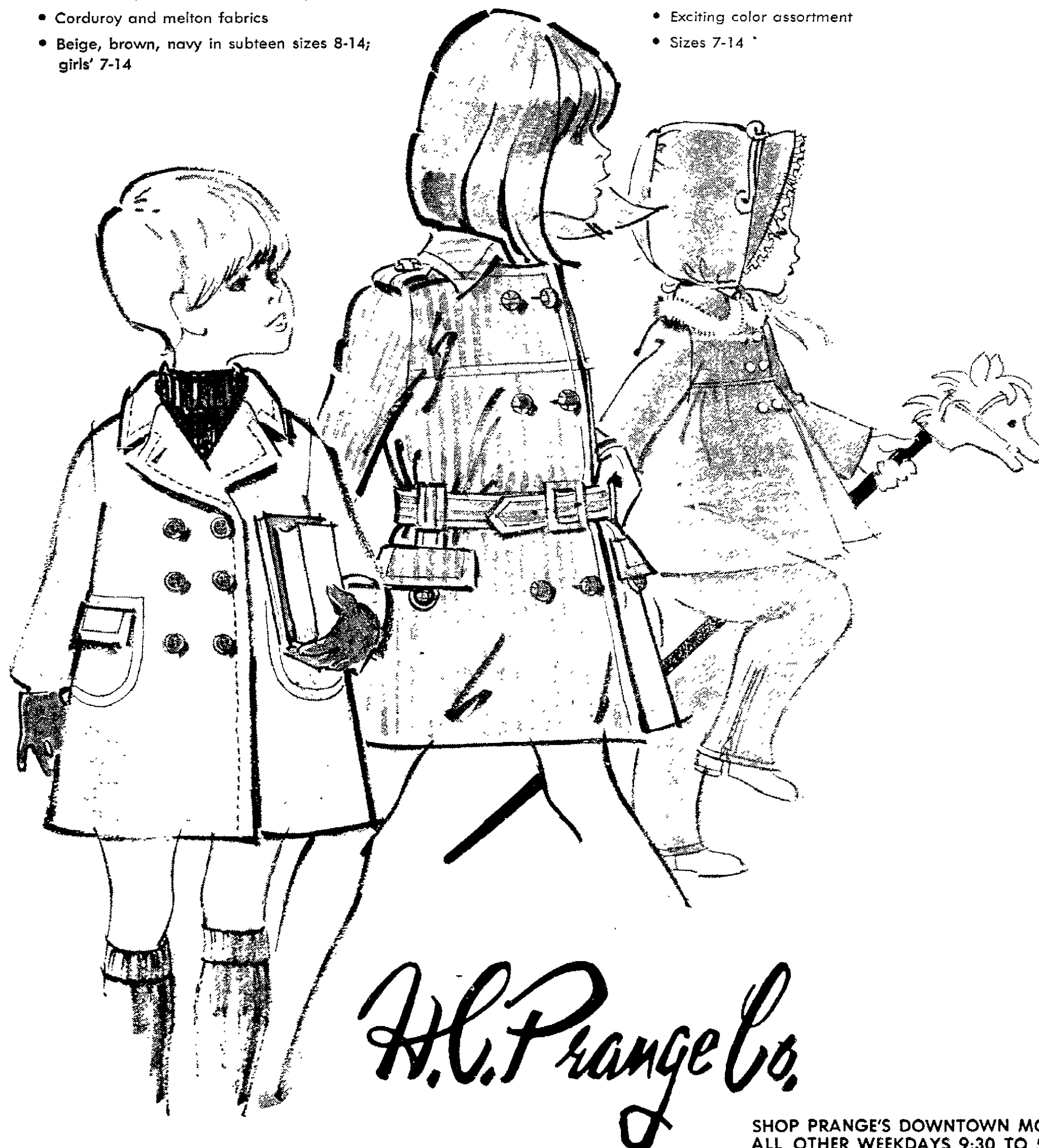
# 14.99

# 16.99

- Double-breasted mini trench coats and benchwarmers
- Shoulder epaulets, belt style and pile lined
- Corduroy and melton fabrics
- Beige, brown, navy in subteen sizes 8-14; girls' 7-14

- Pile lined suburban coats with hoods
- Melton, suede and blend fabrics
- Exciting color assortment
- Sizes 7-14

- Dressy, fur trims, boy coat styles
- Navy, camel and black watch plaid
- Wool fabric, zip out pile lining
- Sizes 4-6X in fashion colors



Sale! Girls' Fashion Jackets  
and All Weather Coats, Now

## 4.99

Girls' Wear — Third Floor

Sale! Subteens' Quilt-Lined  
Wool and Pile Dress Coats

## 27.99

Subteen Hi Shop — Third Floor

Sale! Subteens' Quilt-Lined  
Wool Boy Coats, Now Only

## 19.99

Subteen Hi Shop — Third Floor

Sale! Girls' Wool Dressy and  
Boy Coats, "Grow" Features

## 19.99

Girls' Wear — Third Floor

SHOP PRANGE'S DOWNTOWN MONDAY AND FRIDAY 9:30 A.M. TO 9 P.M.;  
ALL OTHER WEEKDAYS 9:30 TO 5:30

BUDGET CENTER HOURS MONDAY THRU SATURDAY 10 A.M. TO 9:30 P.M.;  
OPEN SUNDAY 12 TO 6





But your tomorrows can be better. It all has to do with where you live. Home determines your wife's attitudes, a man's career, shapes a child's future. Maybe best of all, it's where memories are made.

Before you choose a new home, be sure to get housing advice from your member of the Valley Home Builders Association.

*"Look for This Sign—It's Your Key to Quality"*

# PROFESSION BUILDER

FACTORS

LONG, W.  
Auctioneers  
1011 W. College

Walter Long & Orvil Stern  
Appleton 72

1447 If thinking of selling  
For the most money  
you a cash deal

NEWSPAPER

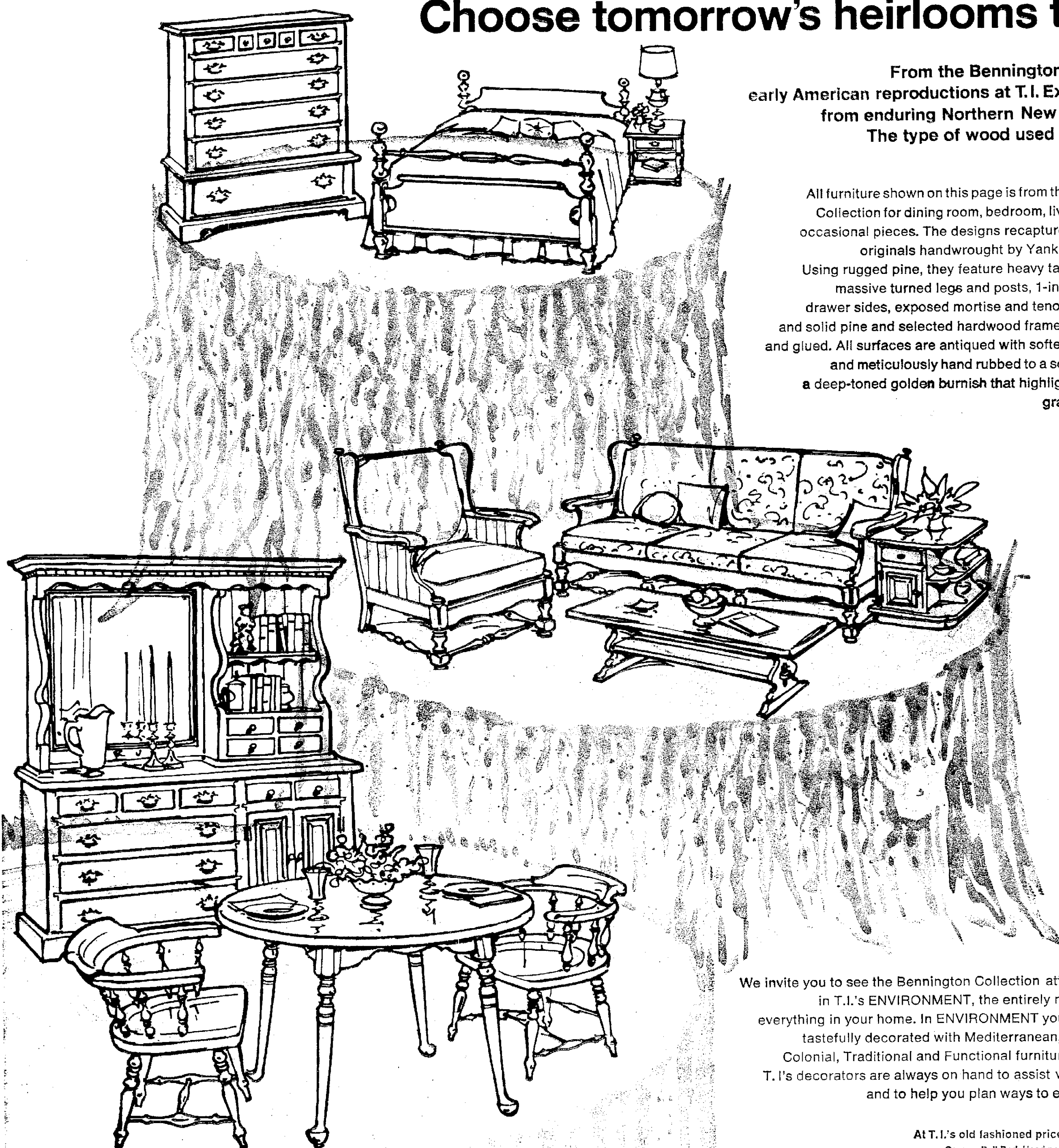
hive®



## Choose tomorrow's heirlooms today.

From the Bennington Collection of early American reproductions at T.I. Expertly crafted from enduring Northern New England pine. The type of wood used in early times.

All furniture shown on this page is from the vast Bennington Collection for dining room, bedroom, living room, den and occasional pieces. The designs recapture the charm of the originals handwrought by Yankee cabinetmakers. Using rugged pine, they feature heavy table and case tops, massive turned legs and posts, 1-inch thick solid pine drawer sides, exposed mortise and tenon rail construction and solid pine and selected hardwood frames, double doweled and glued. All surfaces are antiqued with softened "worn edges" and meticulously hand rubbed to a soft, glowing patina, a deep-toned golden burnish that highlights the interesting graining of the wood.



We invite you to see the Bennington Collection attractively displayed in T.I.'s ENVIRONMENT, the entirely new way to shop for everything in your home. In ENVIRONMENT you will find 50 rooms tastefully decorated with Mediterranean, French Provincial, Colonial, Traditional and Functional furniture and accessories. T.I.'s decorators are always on hand to assist with your selections and to help you plan ways to enhance your home.

**At T.I.'s old fashioned prices. From top to bottom:**

Cannon Ball Bed. Head posts 42 1/2" h. Foot posts 35" h.

Twin size. Each \$135. Queen size \$155.

8-Drawer Chest. 46" w. x 20" d. x 50" h. \$219.

Night Table. 20" w. x 17" d. x 25" h. \$63.

Sofa and Club Chair. Cushions of comfortable, non-allergenic, shape-retaining

Crown polyurethane foam. Zippered reversible covers on seats and backs.

Wide choice of fabrics: textures, corduroys and colonial prints.

80" Sofa \$289. Club Chair 35" h. \$135.

End Tables. With shelves on right or left. 21" w. x 28" d. x 17" h. Each \$99.

Trestle Coffee Table. 52" l. x 21" w. x 18" h. \$95.

Spoon Leg Round Table. 48". Opens to 72". \$150.

Captain's Chairs. Each \$52. Mate's Chairs. Each \$46.

Versatile Hutch. 2 pieces. For bedroom, dining room, living room.

Triple Dresser Base. 8 drawers. 66" w. x 20" d. x 34" h. \$270.

Mirror-hutch combination. 4 drawers. 63" w. x 45" h. x 10" d. \$180.

Use T.I.'s easy Time Pay Plan or charge your purchases with Treasure Chek.

**Treasure Island**  
QUALITY AND SATISFACTION GUARANTEED OR YOUR MONEY BACK

Open weekdays 10 to 10. Sundays 10 to 6. Bluemound and W. College Ave.



# 13th Annual



Once each year The Post-Crescent reports to you, its daily and Sunday readers, on the progress of the Fox River Valley for the past year. It is a time-consuming undertaking for our staff, and we realize that reading an edition of this scope demands more than normal of your reading time. But we believe that both efforts are worthwhile.

We are all fortunate to live and work in a dynamic area of America. We all note from day to day the changes in our environment as the result of this growth pattern. But it becomes much more dramatic and meaningful when it is summed up and documented in one edition of the newspaper.

*John B. Smith*  
Editor, The Post-Crescent

## SUNDAY POST-CRESCENT

Sunday, February 25, 1968

# Economic Slowdown Reflected in Area

## Up 8.1 Per Cent Company Improvements Total Record \$36 Million

A record \$35,956,264 in land, plants and equipment, was invested by Fox Cities business and industries last year, \$6 million more than had been invested the previous year for a jump in total investment of 8.1 per cent, also a record.

The information was supplied by 100 firms answering the Post-Crescent's annual survey questionnaire.

The 8.1 per cent increase compares with 7.4 per cent in 1966 and the recent low of 4.5 per cent in 1962.

Total capital investment amounted to \$458,768,245, compared to \$423,011,981 at the end of 1966. This total does not include firms outside the manufacturing, distribution, construction and financial fields. Not included, for example, are such areas as professional services, retail stores and the service industry.

Accounting for more than half of the increase were the private and public utilities which invested \$19,836,514 in construction, equipment and land, to supplant paper manufacturers as the largest single group in 1967.

By category, here is a

breakdown on investment: Paper Manufacturers — Up 6.2 per cent from \$162,480,702 to \$172,556,727; 37.6 per cent of total.

Utilities — Up 14.3 per cent from \$139,495,778 to \$159,482,292; 34.7 per cent of total.

Paper Converters — Up 1.9 per cent from \$32,477,500 to \$33,095,000; 7.2 per cent of total.

General Manufacturing — Up 8.6 per cent from \$26,070,199 to \$28,329,551; 6.1 per cent of total.

Allied to Paper — Up 8.6

per cent from \$13,822,000 to \$15,115,000; 3.3 per cent of total.

Printing and Publishing — Up 1.5 per cent from \$15,990,500 to \$16,035,000; 3.5 per cent of total.

Dairies — Up 4 per cent from \$3,615,575 to \$3,760,500; .8 per cent of total.

Financial and Insurance — Up 3 per cent from \$19,250,074 to \$19,833,733; 4.3 per cent of total.

Miscellaneous — Up 7.6 per cent from \$9,809,553 to \$10,559,942; 2.3 per cent of total.

## Fox Cities Follows National Trend as Growth Rate Drops From Record Pace

BY DON CASTONIA  
Post-Crescent Staff Writer

A slowdown in the national economy during 1967 was definitely felt in the Fox Cities last year as the dollar value of products manufactured showed the smallest percentage gain in any single year since the Post-Crescent started its annual survey of Fox Cities industries in 1954. However, it could still be termed a good year.

Based on figures supplied by 100 firms — the greatest number ever to participate in the survey, value of products manufactured amounted to \$695,790,336, an increase of \$12,791,955, or 1.79 per cent. The previous smallest increase was 2.3 per cent in the 1956 recession year.

The actual dollar total of all products made in the Fox Cities is probably only slightly higher than the figure given as the 100 firms who reported their figures to the Post-Crescent employ approximately 97 per cent of the total manufacturing labor force in the area.

### Other Factors

Several other factors also enter into the picture to account for the softening of business in 1967. Part of it could be accounted for as a "catching up" after the boom year of 1966 when a 13.17 per cent gain was reported, the largest in any single year.

Another factor is simply that as the total gets bigger, a bigger dollar increase is required to maintain the same percentage. Thus, while the dollar increase of products in 1967 was greater than in many of the previous years, the percentage was down.

Also, some categories of industries were affected more than others. Some categories showed actual decreases while others had healthy gains.

However, area industries apparently are viewing the future with considerable optimism based on plant investments made during the year. Firms actually spent more in 1967 on plant expansion and new machinery than the preceding year. Details of this phase are carried in another story.

Results similar to that of the total product value were found in other phases of the Fox Cities industrial picture. Cost of raw materials used by the industries amounted to

\$323,275,789, an increase of \$6,084,098 (1.91 per cent increase).

### Value Added

The other major indicator we term "Value Added." This includes payrolls, taxes, payments to utilities and other expenditures by industry to arrive at a final product value. For 1967 this total was \$372,504,471, an increase of \$8,697,771, or 1.83 per cent. In 1966 this increase amounted to 10.9 per cent over 1965.

Manufacturing and industrial employment also increased over 1966, but again, much slower than in previous years. The reporting industries employed a total of 28,728 workers, an increase of 466 over 1966 for a 1.64 per cent gain. However, payrolls increased more rapidly, showing a 3.28 per cent gain for a total of \$26,306,561, an increase of \$6,570,081.

Another trend which has been in progress for a number of years indicates a growing diversification of industry in the area as firms in the general paper industry field continue to show a slightly smaller percentage of the gross product and a smaller percentage of the work force.

General manufacturing and other miscellaneous industries continue to make the largest percentage gains in all of the areas.

### Breakdown

The breakdown, by industrial category, follows:

**Paper Manufacturers** — 2.03 per cent increase from \$261,353,026 in 1966 to \$266,668,178 in 1967 and had 38.3 per cent of the total.

**Paper Converters** — 1.99 per cent increase from \$104,951,112 in 1966 to \$107,612,958 in 1967 for 19.75 per cent of the total.

**General Manufacturing** — .38 per cent decrease from \$110,436,281 in 1966 to \$110,009,087 in 1967 for 15.87 per cent of the total.

**Allied to Paper** — 7.68 per cent increase from \$24,659,852 in 1966 to \$26,554,249 in 1967 for 3.81 per cent of the total.

**Printing and Publishing** — 4.62 per cent decrease from \$44,566,162 in 1966 to \$32,966,291 in 1967 for 4.73 per cent of the total.

**Dairies** — 3.47 per cent increase from \$19,681,718 in

Turn to Page 5, Col 1

## Production Down 1 Per Cent

## Paper Industry Looks For Better Year in '68

Things are going badly for the paper industry. Or are they?

After a year which saw production of paper and paper products drop about 1 per cent from the previous year; after a year which saw production a full 8 million tons lower than had been predicted; and entering a year abundant with uncertainties, still the industry can pat itself on the back — cautiously — for a job well done.

The paper industry can consider itself fortunate, for while other industries were taking large strides forward in sales statistics, they nevertheless have found profits not so easy to come by. Paper has found itself in a generally reversed situation.

Due to steepened efforts at improving their products — in turn brought about by steeper competition within the field — papermakers are forcing better times upon themselves.

One of their methods is expansion, which costs an estimated \$650 million at paper plants within the United States during 1967, according to a report by Miller Freeman Publications, Inc. "Pulp and Paper," the industry journal, looks at this "alarming spurge" as something to summer down in 1968. Such "fantastic expansion," it said, "will take time to balance."

The journal noted that as a result of all the new projects begun during the year at papermaking plants — measured during the third quarter as the second highest in the last three years — time will be needed for production to catch up.

The Miller Freeman report listed Fox Cities paper industries as extremely active in expansion projects during the year included were:

Bergstrom Paper Co., Neenah, \$2.34 million.

Combined Paper Mills, Inc., Combined Locks, \$11.5 million.

Consolidated Papers, Inc., Appleton, \$275,000.

Fox River Paper Corp., Appleton, \$1 million.

Gilbert Paper Co., Menasha, \$2.624 million.

Kimberly-Clark Corp., Neenah, \$2.65 million.

Riverside Paper Corp., Ap

pleton, \$1.25 million

Johna. Strang Paper Co., Menasha, modernization and rebuilding projects (no figures available).

Thilmany Pulp and Paper Co., Kaukauna, \$165,000.

Forecasters like to be rosy if they were not people would stop reading their forecasts. Thus, while 1966 production broke all records (46.6 million tons of paper and paperboard produced in the United States), more records were anticipated for 1967. While 1966 saw production climb 9 per cent above what was recorded in 1965, the forecasters bravely said another 5 per cent jump was in the offing. But it was not to be; production dipped its 1 per cent — all the way down to 46 million tons, the second highest production total in history!

But 1968 is a new year. American industry is looking for gains generally of 5 to 13 per cent in business, according to "U.S. Industrial Outlook 1968," a report of the Department of Commerce. Paper and paperboard, the report said, should increase by 4.5 per cent over 1967's output, placing total production somewhere near the 48 million level in tons.

And the need for the in-

Turn to Page 4, Col 1

## Test Industrial Kidney

## Clean Water League's Goal

BY DR. LOREN V. FORMAN  
President, Pulp Manufacturers Research League and Vice President, Scott Paper Company

The Pulp Manufacturers Research League has for all of its 28 years based its policies and programs on the recognition that water quality becomes an increasingly important social and economic problem as population and industry grow. This basic truth was considered pioneering doctrine in 1939 when the

conservation-minded owners of 14 Lake States pulp mills backed their belief with money to establish the League.

In 1967 the League once more demonstrated its unique value in service performed for its members, for the pulp and paper industry and for the public interest. League member mills in the year just past withheld from the lakes and rivers more of their waste materials than ever before, and thereby achieved their greatest gains in stream improvement.

This progress is not a new

phenomenon, nor is it due to a sudden speed-up. Pulp and paper's water clean-up program has been gaining momentum for a number of years in 1967 it simply moved still faster as a result of the maturing into commercialization of technological advances made previously by the league and others working in this field.

### Public Concern

Our nation's 200-million population, coupled with industry's necessary expansion to serve the increased demand, has intensified public concern about stream pollution and created the present regulatory situation. No longer can any water user sensibly doubt that abatement requirements will continue rising, nor that an increasingly effective technology must be developed to meet this need.

The impact of state and federal regulation emphasizes the magnitude of the stream improvement job in terms of technology and cost. To accomplish the total task surely and soon, each of our industry's major research forces needs to focus upon the particular segment of the job for which its personnel and facilities are best equipped. The league already is far along that specialized road, directing its resources to certain particularly crucial areas in order to expedite attainment of commercialization and reduce the cost of the very heavy investments facing our industry.

In its earlier years the league studied those mill effluents that contain most of the dissolved solid wastes produced in manufacturing pulp and paper, hence offering



A Portion of the massive new converting plant of Riverside Paper Co. is shown here. The 351 by 327 foot complex was completed in November

and officially opened in January. In addition to the converting plant, a 100 by 40 foot office building was constructed. (Post-Crescent Photo)

## 20 Per Cent Increase

## Local Government Costs Rise Sharply

All-purpose government expenditures in the Fox Cities region in 1968 will soar to \$48.3 million ... a hefty 20 per cent increase over last year.

In terms of dollars the difference is more than \$8 million compared to 1967.

Government costs as compiled in The Post-Crescent survey of four cities, three villages and three towns, include those for local governmental services, along with school district, area vocational school, county and state levies — and in some cases —

sewer and water district operations. Ironically, the towns which used to levy little or no taxes for municipal operations find themselves paying out record sums this year to help support districts to which they are attached.

### School Costs

Rising education and school construction costs were cited in almost every instance as major contributors to the sharp increase in expenditures to be logged in the region this year.

All the money to be spent by the cities, villages and towns does not represent local tax levy income only. Taken into consideration are state and federal aids received and included in budgets as anticipated revenues.

Monies to be expended by Appleton, Neenah, Menasha, Kaukauna, Kimberly, Little Chute, Combined Locks, Grand Chute and the Town of Menasha and Neenah total \$46,349,115 this year compared to \$38,297,671 for 1967.

In the case of towns, which budget on a fiscal rather than calendar year basis, necessary adjustments were made to arrive at fairly accurate figures for use in the survey.

### Area Budgets

Gross budgets for the 10

## Upswing in Paper Sales Predicted

Special to The Post-Crescent

An upswing in paper sales of four to six per cent for 1968 has been predicted by some paper industry economists and supported by H. E. Whitaker, chairman of the board, The Mead Corporation.

Whitaker, in looking ahead to 1968, said "While it's difficult to assess present inventory levels by paper users, we tend to agree with some of the paper industry economists who believe inventories are down to the point at which customers will need to depend more on new purchases."

The Mead Corporation, headquartered in Dayton, Ohio, is the parent firm of Gilbert Paper Co., Menasha, which employs about 525 people.

Profits for The Mead Corporation were expected to be down for 1967 as the result of some non-recurring cost factors. Whitaker said he expected earnings to increase in 1968.

communities in the regional complex are:

—Appleton — \$18,760,344, up \$1,878,428.

—Menasha — \$6,445,827, up \$1,714,561.

—Neenah — \$9,998,515, up \$1,601,123.

—Kaukauna — \$3,524,742, up \$771,800.

—Town of Menasha — \$2,378,000, up \$978,000.

—Kimberly — \$1,718,902, up \$273,861.

—Town of Grand Chute — \$1,434,180, up \$546,033.

—Little Chute — \$820,363, up \$98,422.

—Combined Locks — \$709,558, up \$47,957.

—Town of Neenah — \$556,644, up \$109,644.

The City of Appleton — its population spawning toward the 60,000 mark — has a gross budget about equal to those of Neenah, Menasha and Kaukauna combined.

It not only reflects the accelerated growth pattern but also points up the heavy burden carried by the main central city in any region.

But compared to the increased expenditure of Neenah and Menasha over the past year, Appleton's projected expenditures do not appear to be out of line as the trend goes.

While all budgets reflected growing costs of municipal services, the two main factors cited by most officials for the "high cost of government" were sharp increases in monetary requirements of educational systems and county government.

### Towns Object

The loudest outcry over school district spending came from the towns which, for the most part, form "tax islands" around the cities.

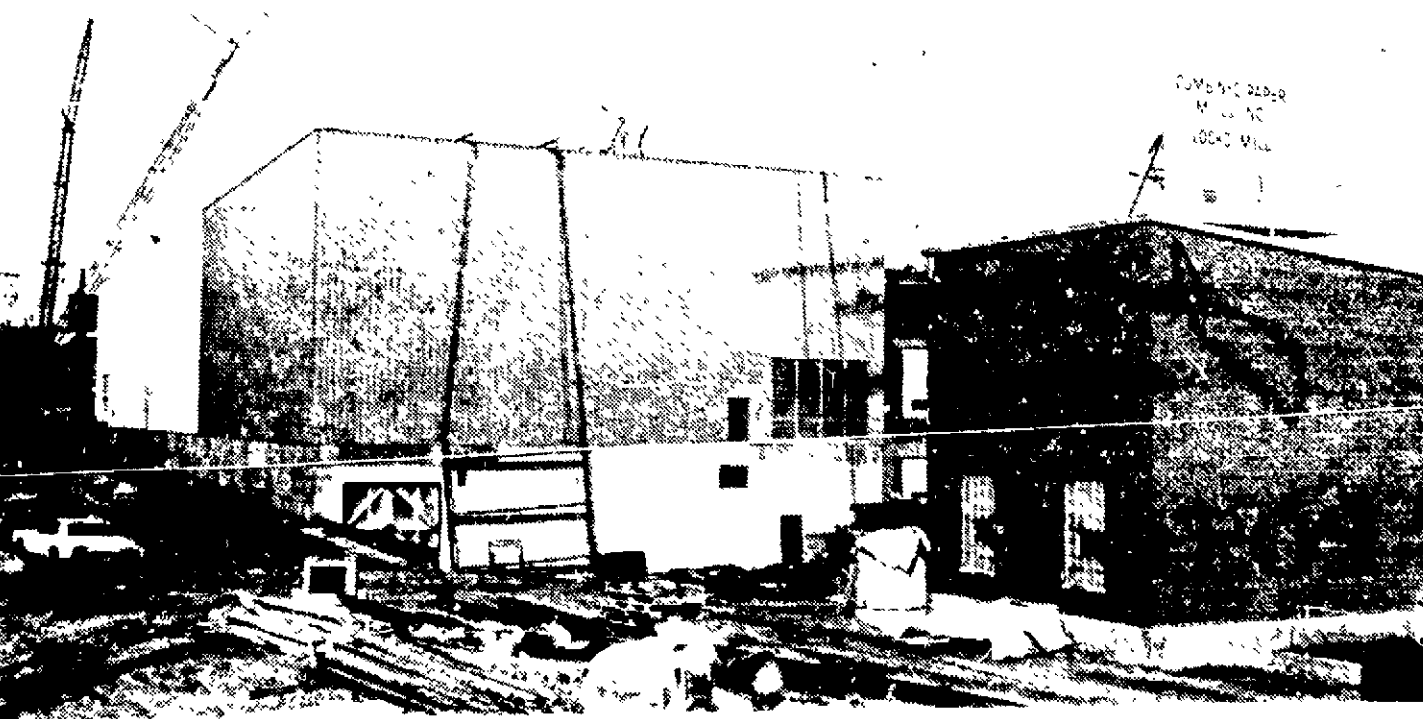
In the Town of Menasha, officials said the cost of sending students to other school districts increased by \$400,000 over a year ago. And they said the levy the town had to pay for county government was up another \$100,000.

Grand Chute was shaken by its share of the Appleton Public School district (ab Officials pointed out the town would be paying \$1,247,180 in school taxes — an increase of \$800,000).

The Town of Neenah bemoaned a \$100,000 hike in school taxes it has to pay out.

Generally speaking, the entire Fox Cities region is feeling the pinch of urbanization and demands for addi-

Turn to Page 5, Col 4



A New Paper Mills Inc. Combined Locks, practically obscures the remainder of the plant. The \$600,000 building will ultimately house one of the most modern paper machines in the Fox Cities. It is

part of an overall expansion and improvement project at the firm to remain competitive and meet the increasing demands for paper products. Work started early in 1967 and is expected to be completed late this year. (Post-Crescent Photo)



# Employment Set Record

## Economy's Health Was 'Favorable' in 1967

BY JOSEPH C. FAGAN

Chairman, Department of Industry, Labor and Human Relations

Our agency, the Department of Industry, Labor and Human Relations, is concerned with people and their jobs. The conditions of safety, opportunity, and security that prevail for the over 1,800,000 people in our work are major factors in the health of Wisconsin's economy. The measurements that we use to judge this health were, for the most part, quite favorable in 1967.

The number of people employed in the state in 1967 reached an all-time high with 1,802,400 at work in August. Average employment for the year also set a record high, 1,753,000 for the first 11 months. At the same time we were enjoying these record levels of employment our unemployment rate was quite low, averaging 3.6 per cent, .3 per cent below the national average, but up .3 per cent from 1966.

During 1967 we also recorded the highest ever average weekly earnings in production work, one of the key indicators we use to assess the vitality of our labor economy. This figure reached an all-time high in November with a weekly average of \$126.38.

### Accidents Down

A gratifying fact we can report was the downturn of job accidents during the last six months of 1967. Beginning in 1964, and continuing through the first half of 1967, our Department had the alarming experience of watching the job accident curve rise faster than the employment curve. Then, happily, in the middle of 1967 it began to drop. In the first six months of the year we recorded 19,784 reportable injuries (fatalities, permanent disability or more than 3 days of lost time). But in the last six months the figure dropped to 18,718, even as employment was rising. The beginning of the decrease coincides with the point at which our intensified job safe-

ty program went into effect.

Twenty-eight new safety specialists, authorized by the Legislature in 1966, were hired early in 1967 and completed training in June. With these new men in the field we

were able to consolidate the state into smaller inspection districts and so make the work of our entire 60 man inspection team more effective. We feel this program was substantially responsible for the decrease in job accidents. As we move into 1968, we are confident of even further reductions in the accident frequency rate even as we

shortage through our apprenticeship program, anticipate a rise in employment.

### Job Training

One of the critical areas that has plagued the labor scene in previous years has been the chronic shortage of skilled labor. This fact has caused some Wisconsin industries to delay or even cancel expansion plans. We have made strides in relieving this ticship program and other on-the-job training programs. While the quantity of this training has not yet reached the point where we would like it to be, we did achieve a major increase in 1967, reaching 7,522 apprentices at the close of the year, up 617 from the close of 1966. We are

looking for 8,500 by the end of 1968.

### Minimum Wage

During the year our department set a new minimum wage for women and minors age 18 and over, from the current \$1.25 an hour to \$1.30 an hour, effective July 1, 1968. A new concept of determining future increases was also established by tying the rate directly to rises in the federal consumer price index.

The 1967 state reorganization act assigned to our department the responsibility for the conditions of migrant labor camps in the state. During the summer months last year, our safety specialists made an intensive effort to cover every camp in the

state. Three-hundred forty-one camps were inspected and 274 of them were found to be in violation of one or more parts of the state's migrant labor code. There were 1,651 separate violations found. The camp operators have until May 1, 1968, to correct the deficiencies. To help them with this job, the department sponsored three informational workshops this past fall — in Wautoma, Sturgeon Bay, and Beaver Dam.

To assist migrants with their day-to-day problems of environment, our Farm Labor Service Bureau hired 12 temporary employees during the summer months of 1967. These people, most of them Spanish speaking, helped migrant families in many areas, with problems ranging from

finance, to schooling, to medical assistance.

### Discrimination

A continuing problem that faced our department in 1967 — and one that will go on into 1968 — is the unemployment pattern among minority groups. Young Negro men have an unemployment rate several times higher than their white counterparts. Overcoming this employment problem is, in our opinion, the key to the opportunity for equality.

Artificial barriers in housing, education and social opportunity cannot long stand before the power of a full

paycheck or "green power". Our department has initiated many of its own programs to assist in this search for opportunity. One example, notable for its effectiveness and low cost, is our Community Involvement Toward Employment program (CITE) where our Employment Service Division runs two week classes for training young people in the rudiments of applying for and keeping a job. Starting Aug. 7, 1967, we held nine classes and graduated 285 severely disadvantaged people from this course. Seventy per cent of them are now at work, earning from \$1.40 to \$3.60 an hour.

# Parties Around the Nation Start at Tuttle . . .



The brightest . . . happiest . . . most colorful parties mean coordinated paper party products from Tuttle Press. The plates, napkins, cups, gift wrap, crepe paper . . . everything.

A smart hostess leaves all the work to Tuttle.

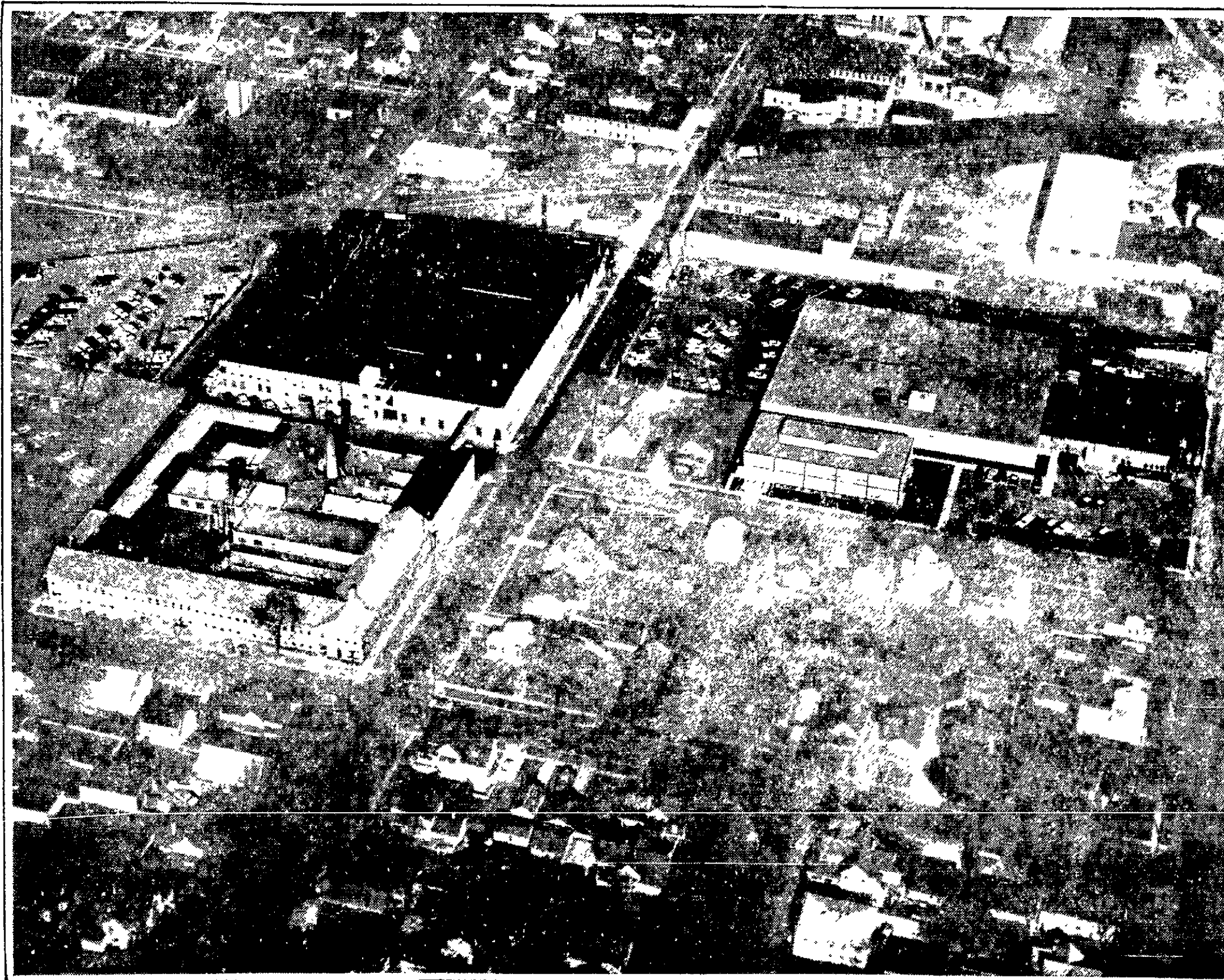
Tuttle produced the first crepe napkin in the country in 1898 and has been a growing industry in our community for many years. Our employees are proud of the company's rich heritage . . . as well as today's acclaim . . .

Tuttle Press has just won the American Research Merchandizing Institute's "Best Merchandizing Vehicle Award" . . . and . . . "Smart Merchandizing Award" presented by Service Merchandisers of America for excellence in sales promotion.

The first time one company has been awarded both trophies in one year!



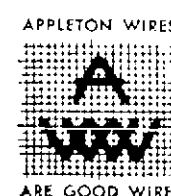
600 E. Hancock Street  
1200 S. Perkins Street  
Appleton, Wisconsin



"We like it here"  
. . . in Wisconsin

We feel that this is a good place to live and a good place to work. That's why we built our new general office building here in the Valley. It is from here that our management team directs the operations of both our domestic and foreign companies. In our new 50,000 square foot Special Products Division we are producing non-metallic fabrics for industry. Flex-O-Chrome Four-frinier wires were developed and are being produced here in the Valley. We recently put into operation a continuous casting plant where we convert parent metals into phosphor bronze and brass alloys for use in our conventional products.

We liked it here in 1895 . . . we still like it here.



APPLETON WIRE WORKS CORP.  
Appleton, Wisconsin  
Plants: Appleton, Wis., Montgomery, Ala.

Affiliated Companies: International Wire Works, Menasha, Wis.—Capital Wire Cloth Ltd., Plants: Ottawa, Canada, Vancouver, B. C., St. Romuald, Quebec—Capital Wires Pty. Ltd., Deewhy N.S.W. Australia



## State Growth Tops Average

Wisconsin Income  
Exceeds National  
Per Capita Level

MADISON — "The strength of Wisconsin's economy in 1967 was reflected in record high employment, an unemployment rate below the national average, and gains in per capita personal income," Governor Warren P. Knowles was informed in a year-end report by Palmer B. McConnell, administrator of the Division of Economic Development.

"Total employment reached a record high of 1,803,400 in August, 1967. Nonfarm wage and salary worker jobs increased 26,400 between November, 1966 and November, 1967. Unemployment was consistently below the national level," he reported.

"Significantly, a federal report in 1967 showed that per capita personal income during the previous year exceeded the national average for the first time in many years." (\$2,973 for Wisconsin versus \$2,963 U.S.) he continued. "For the first three quarters of this year, total personal income in Wisconsin was ahead of 1966 by about 7 per cent."

Farm receipts were estimated at \$15 billion, highest on record, although farm net income was down. In a preliminary estimate by the division, capital investment in manufacturing plants was set at 450 million dollars, a decline of about 10 per cent from 1966, reflecting the nationwide uncertainty about federal government action regarding taxes and inflation.

The number of new manufacturing plants and plant additions announced for construction was estimated at approximately 346 down from the 412 of the previous year. However, according to McConnell, "these are only preliminary figures and there are some very encouraging industrial development prospects on the horizon."

"We're optimistic about the coming year and have set our sights high to further develop Wisconsin's economy," he said.

derway in 1967 and will be completed early this year. It will provide both primary and secondary treatment of sewage. Federal and state aid to the city will help finance the majority of the improvement designed to reduce pollution. (Post-Crescent Photo)

**Reinforcing Rods Give the appearance of a large wheel as workmen set them in place for a settling tank prior to the pouring of concrete as part of the improvement project at the Kaukauna sewage disposal plant. Work on the \$716,000 project got un-**

## Paper Industry Looks Ahead

CONTINUED FROM PAGE 2

creased production will exist. Sharply rising demands for newsprint, paperboard and other products will require a 220 per cent hike for the 20 years following 1966 in the nation's pulpwood requirements, according to another government study.

The U.S. Forest Service predicts requirements at 120.2 million cords in 1985, compared with 55.4 million used in 1966.

"In the last two decades, consumption and production of paper and paperboard have increased some 2½ times," the Forest Service said. "The output of wood pulp, nearly all of which is used in the manufacture of paper and board, has more than tripled."

The service said it believes domestic production of pulpwood will more than keep pace with expanding demands. This means, it said, that imports are expected to represent a smaller portion of future annual requirements than at present.

quality timber for low-cost processing.

A mirror image of 1967" is what Business Week magazine saw as the "likeliest prospect for the U.S. economy in 1968." The year to be reflected saw a gain in the gross national product of 2½ per cent.

"Everybody sees the first half of 1968 as strong," said The Magazine of Wall Street. Whether it will continue strong all year long because of a basic soundness in the economy, or whether it will

### Lawrence Teachers Work During Summer

Many Lawrence teachers were busy during the summer in a variety of special institutes and programs on the campus. George B. Walter, education department, directed the second and final summer of the "Upward Bound" program for culturally disadvantaged high school students. and Dr. Michael J. LaMarca of the biology department headed Lawrence's first National Science Foundation summer science training program for talented high school juniors and seniors. Dr. William M. Sanders, mathematics department, again directed a NSF mathematics institute for secondary school teachers.

"wash out" due to a basic weakness remains to be seen.

One of the big uncertainties in the paper industry — and in all U.S. industries — is the status of President Johnson's sought-for tax surcharge. While predictions range all the way from recessionist to inflationary as far as the likely result without the surtax enactment, the situation so far has put a burden on papermakers.

John R. Kimberly, former president of Kimberly-Clark and now chairman of the board of directors, admitted, in the corporation's last annual report to stockholders, that "today's inflationary trends are making these goals (of continued prosperity) more hard to achieve."

Elsewhere in the report, however, it was noted that K-C's sales were up 10.4 per cent for the year and earnings were up 11 per cent.

While others in the industry may not be able to point to such high figures, it is worth noting that the "earnings" figure tops the "sales" figure. Just as "Pulp and Paper" said, the industry has a way of looking bad in sales reports but "coming up roses" in the total outlook. There is no anticipation that 1968 will be any different.

# forage blowers

**COPIED OFTEN . . . BUT NEVER EQUALLED!**

we don't mind blowing our horn when  
we have something to brag about . . .

- Our New Converting Plant (Post-Crescent—April 17, 1967)
- Our Pollution Control Program (Post-Crescent—December 29, 1967)
- Our 1968 Modernization Program (Post-Crescent—January 7, 1968)
- Our 75th Birthday Anniversary (Post-Crescent—January 18, 1968)

Yes, things are continuing to happen DOWN BY THE RIVERSIDE . . . and we'll keep them happening for the good of the Company, for the good of our Employees, and for the good of the Community.

## RIVERSIDE PAPER CORPORATION

APPLETON, WISCONSIN



# Slowdown Felt in Fox Cities

CONTINUED FROM PAGE 2

1966 to \$20,364,728 in 1967 for 2.92 per cent of the total.

Utilities — 2.25 per cent increase from \$48,083,741 in 1966 to \$49,174,179 in 1967 for 7.06 per cent of the total.

Miscellaneous — 6.45 per cent increase from \$49,261,489 in 1966 to \$52,440,766 in 1967 for 7.53 per cent of the total.

## COST OF RAW MATERIALS

Paper Manufacturers — 1.29 per cent increase from \$117,485,085 to \$119,011,426; 36.8 per cent of total.

Paper Converters — 4.23 per cent increase from \$65,480,492 to \$68,251,499; 21.1 per cent of total.

General Manufacturing — .82 per cent decrease from \$48,615,741 to \$48,212,419; 14.9 per cent of total.

Allied to Paper — 6.41 per cent increase from \$13,291,535 to \$14,143,927; 4.3 per cent of total.

Printing and Publishing — 1.31 per cent decrease from \$14,593,135 to \$14,401,788; 4.4 per cent of total.

Dairies — 3.21 per cent increase from \$6,921,445 to \$7,164,051; 2.2 per cent of total.

Utilities — .87 per cent decrease from \$28,750,427 to \$28,497,828; 8.8 per cent of the total.

Miscellaneous — 6.97 per cent increase from \$22,053,831 to \$23,592,857; 7.28 per cent of total.

## VALUE ADDED

Paper Manufacturers — 2.6 per cent increase from \$143,867,941 to \$147,656,682; 39.2 per cent of total.

Paper Converters — .15 per cent decrease from \$69,470,630 to \$69,361,359; 18.6 per cent of total.

General Manufacturing — .05 per cent decrease from \$61,820,540 to \$61,786,668; 16.5 per cent of total.

Allied to Paper — 9.1 per cent increase from \$11,368,317 to \$12,410,322; 3.3 per cent of total.

## Work Is Underway On Five Schools

A total of \$3,115,045 in school buildings were started in 1967 and expect to be completed during this year.

Leading the list is the \$1.45 million McKinley School in Appleton. Other starts include an addition to Madison Junior High School, St. Bernard School of Religion, a gym at Washington School in Neenah, an addition to the Neenah Lakeview School and an addition to Martin Luther School in Menasha.

Printing and Publishing — 7.05 per cent decrease from \$19,973,027 to \$13,564,503; 4.9 per cent of total.

Dairies — 3.4 per cent increase from \$12,760,273 to \$13,200,677; 3.5 per cent of total.

Utilities — 6.9 per cent increase from \$19,338,314 to \$20,676,351; 5.5 per cent of total.

Miscellaneous — 6.02 per cent increase from \$27,207,658 to \$28,847,909; 7.7 per cent of total.

## EMPLOYMENT

Paper Manufacturers — 9,772, down 29; 34.01 per cent of total.

Paper Converters — 4,572, down 36; 15.91 per cent of total.

General Manufacturing — 4,285, down 22; 14.91 per cent of total.

Allied to Paper — 1,083, up 65; 3.77 per cent of total.

Printing and Publishing — 1,693, up 17; 5.89 per cent of total.

Dairies — 578, up 39; 2.01 per cent of total.

Utilities — 1,434, up 57; 4.94 per cent of total.

Financial and Insurance — 1,411, up 39; 4.91 per cent of total.

Miscellaneous — 3,898, up 336; 13.56 per cent of total.

## PAYROLL

Paper Manufacturers — Up 1.8 per cent from \$76,176,062 to \$77,561,901; 37.59 per cent of total.

Paper Converters — Up 2.4 per cent from \$35,296,726 to \$36,147,945; 17.52 per cent of total.

General Manufacturing — Up 1.3 per cent from \$30,665,855 to \$31,089,683; 15.06 per cent of total.

Allied to Paper — Up 7.2 per cent from \$8,738,907 to \$9,369,905; 4.54 per cent of total.

Printing and Publishing — Down .05 per cent from \$12,220,755 to \$12,154,918; 5.89 per cent of total.

Dairies — Up 5.5 per cent from \$2,659,355 to \$2,807,101; 1.36 per cent of total.

Utilities — Up 8.6 per cent from \$7,395,181 to \$8,036,271; 3.89 per cent of total.

Financial and Insurance — Up 4.03 per cent from \$9,911,765 to \$10,311,786; 4.99 per cent of total.

Miscellaneous — Up 12.9 per cent from \$16,671,874 to \$18,827,051; 9.12 per cent of total.

## Local Unit Costs Rise Sharply

CONTINUED FROM PAGE 2  
tional municipal services accompanying it.

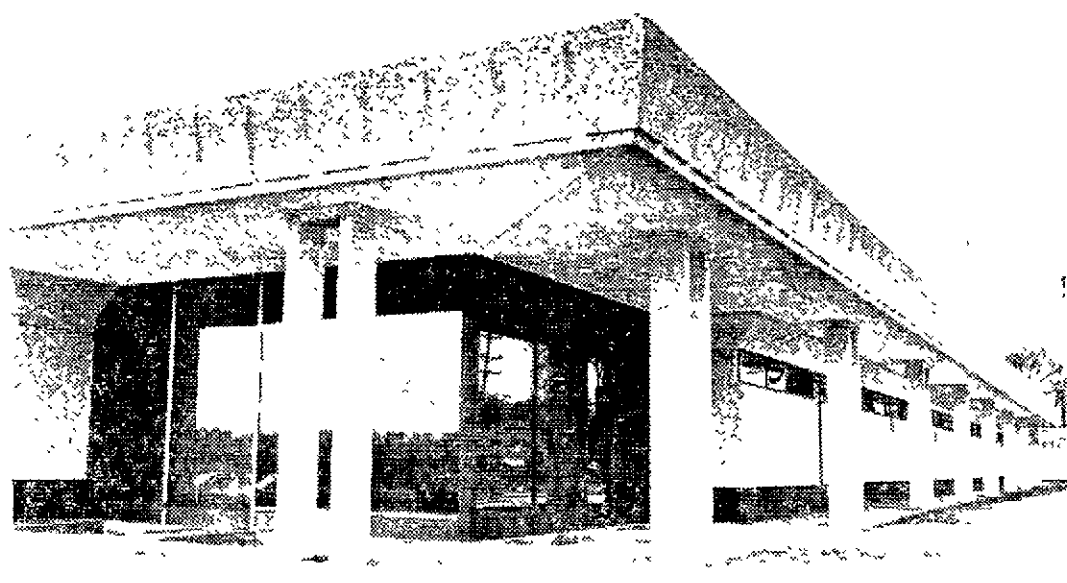
## Economy Good

But at the same time the region enjoys a spirited economy and jobs that outnumber the work force in some categories.

And while tax bases have been broadening with industrial and commercial development assessed valuations of communities in the region continue to climb.

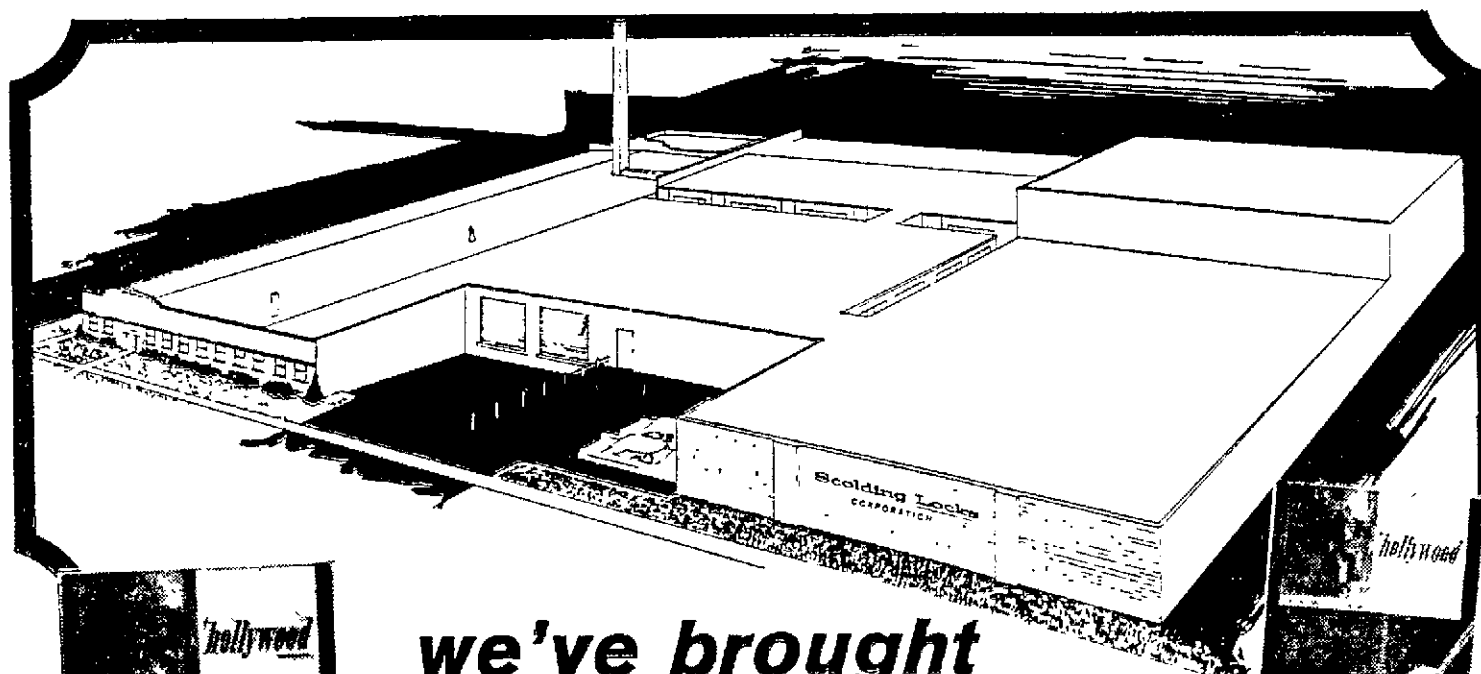
However, a broad look at the picture brings out a revealing aspect which is not peculiar to other parts of the state, either. The fact is that none of the gains on the plus side can catch up to the 20 per cent increase in the collective cost of local, county and state government.

In the meantime, the Fox Cities Region continues to prosper because, as they say, "Here's where the action is."



A \$165,000 Office building was erected at Thilmany Pulp and Paper Co., Kaukauna, to house executive offices, financial division, industrial engineering, wood procurement and a new computer to handle all data processing. The 92 by 175 foot struc-

ture is located adjacent to the Fox River in a former athletic field area of the firm. Many of the offices were changed in the former office building when others moved into the new facility. (Post-Crescent Photo)



## we've brought Hollywood to Appleton!

Our Hollywood has no starlets, no stages, no scenery—just a success story we are proud and happy to share with our Fox Cities neighbors. We refer, of course to our Hollywood line of high quality hair care accessories that has brought down a household of profits all over the country.

Thanks to this public demand we have doubled our West Rogers Avenue plant, thereby creating new employment opportunities and an extra measure of prosperity for so many of you in the Fox Cities area.

You can be proud too, of the quality that lends prestige to the words "made in Appleton, Wisconsin." Those of you who use our Hollywood products can be sure you are purchasing the finest made in Bob Pins, Hair Pins, Roller Pins—Pics, all varieties of Hair Clips and all sizes of Brush, Foam and Magnetic rollers.

Scolding Locks has long been a major landmark on the Appleton industrial scene as manufacturers of such nationally known hair care lines as Hollywood, Glamour Guard, Majorette, Beauty Maid, and Miss America. We couldn't be more pleased to have assumed this prominent place on the Fox Cities map.



Scolding Locks CORPORATION

1520 West Rogers Avenue • Appleton, Wisconsin



# A PROGRESSIVE COMPANY IN A PROGRESSIVE COMMUNITY

AT ITS APPLETON PLANT,  
ALLIS-CHALMERS DESIGNS,  
MANUFACTURES AND MARKETS —

- Complete Paper Making Machines
- Paper Machine Rebuilds—Both Major and Minor
- Complete Roll Wrapping Systems
- Headboxes
- Fourdriniers
- Press Sections
- Size Presses
- Dryer Sections
- Reels
- Component Parts

ALLIS-CHALMERS HAS LONG-SERVED  
THE PAPER INDUSTRY WITH —

- Quality Products
- Progressive Designs
- Innovative Applications
- Timely Shipments
- Responsive Field Service

PAPER MACHINERY DEPARTMENT

ALLIS-CHALMERS

401 East South Island Street

Appleton, Wisconsin 54911

# Outagamie Has Biggest Program Valley Counties to Spend \$7.6 Million on Highways

BY BILL KNUTSON

Post-Crescent Staff Writer

For the second consecutive year, Outagamie County will lead the Fox Valley in 1968 highway construction.

Outagamie will spend about \$745,000 of the \$1.7 million that will be spent by the five counties for new construction and reconstruction of existing roads. The four other counties are Calumet, Fond du Lac, Waupaca, and Winnebago.

The \$1.7 million budgeted for construction work this year parallels the amount appropriated by the five counties last year.

Total highway expenditures this year in the five counties will total about \$7.6 million, about \$200,000 under total appropriations for 1967. Taxpayers in the five counties will foot about \$2.9 million of the highway bill, or about the same as in 1967.

About \$4.7 million in outside revenues will supplement the \$2.9 million highway tax levy. Outside revenues include supplemental aids, basic county trunk allotments, allowances for records and reports, federal aid secondary reimbursement, town and village shares of projects, and miscellaneous monies.

## Road Improvements

Budget appropriations for highway improvements in the five counties for 1968 are as follows: Outagamie, \$745,000; Fond du Lac, \$261,400; Winnebago, \$401,000; Waupaca, \$250,000; and Calumet, \$80,400.

Although total highway expenditures remained about the same in each of the five counties, Outagamie dropped slightly from the \$2 million appropriation of 1967. Waupaca County leads the five counties with total amount budgeted, but the \$2.3 million figure is not entirely representative because it is a gross budget and includes all work done for towns, cities, villages and the state, and the revenue for the work is not included. Thus, unlike in some of the other counties, Waupaca's al-

lotment is for all operating costs.

The highway expenditures for the five counties are as follows: Waupaca \$2,300,000; Outagamie, \$1,757,800; Fond du Lac, \$2,276,200; Winnebago, \$1,000,000; and Calumet, \$295,700.

Local tax levies needed to supplement other revenues are as follows: Outagamie, \$990.370; Waupaca, \$478,000; Fond du Lac, \$874,600; Winnebago, \$388,390; and Calumet, \$166,700. Levy increases were felt by taxpayers in all but Fond du Lac County. In other counties, increases were not large.

## Major Projects

Outagamie County Highway Commissioner Clarence Brownson anticipates a major construction year in 1968. The two major jobs will be the construction of E. College Avenue from Appleton to State 55 at Kaukauna; continuation of work on the reconstruction of County Trunk M near Hortonville; and completion of the new County Trunk CA.

Brownson noted that the 5-mile E. College Avenue extension job originally started as a federal aid project, but due to changes in specifications which would require re-engineering, it was decided to do the project at county expense. About \$450,000 will be needed to construct the first two lanes of the four-lane divided roadway this year. Work is expected to start in June or July, Brownson said.

Work will continue this year on the \$400,000 reconstruction of County Trunk M, from MM to State 54, a distance of 6 miles. The road has been closed to traffic. The County Trunk M job, being done with some federal monies, will be finished in 1969.

Grading has been completed in the four lanes of the new County Trunk CA — W. College Avenue extension from U.S. 41 to Two Mile Road. The 1.75 mile road, which will provide easy access to the airport, should be

completed along with the U.S. 41-State 125 (W. College Avenue) interchange by Nov. 1.

## Hot Mix Work

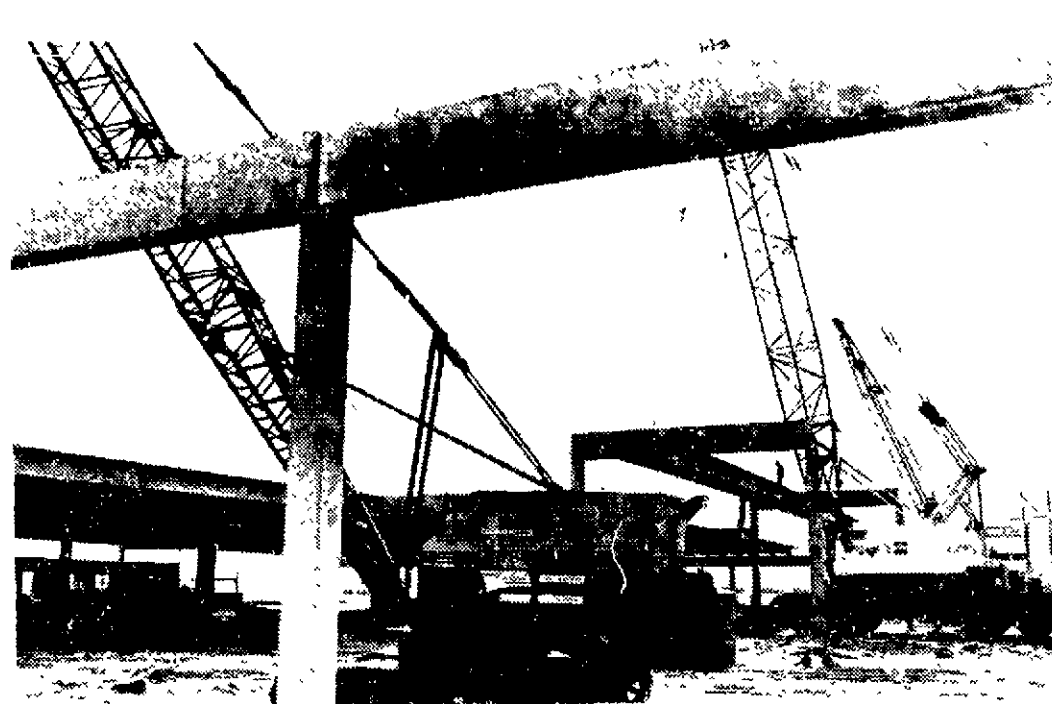
The county also will place a bituminous hot mix surface on 1.15 miles of County Trunk J, from State 55 in Kaukauna to County Trunk OO, in 1968. The city of Kaukauna and towns of Kaukauna and Vandenbroek placed curb and gutter and the county did excavation and base work.

Bituminous hot mix surface also will be applied on County Trunk VV from State 55 to Isaar, a distance of three miles, this summer. It will complete the road reconstruction job.

The same type of surface work will be done on County Trunk K, from HH to Park Street, in the Village of Combined Locks.

Major highway work in 1967, according to Brownson, was on County Trunks M and CA, VV, and K (Combined Locks). Other significant jobs last year included the finishing of the County Trunk A extension from U.S. 10 to State 125, just

Turn to Page 16, Col. 1



Stressed Concrete arches take form at the new Pacon Corp. plant in the Town of Grand Chute. The paper converting firm, which employs about

70, is moving from its Oneida Street plant. Estimated cost of construction is \$250,000. (Post-Crescent Photo)

## Field Open In Business

MADISON — College-trained young people who want business careers are in short supply, and one reason is that students acquire false ideas about business before they come to college, according to five University of Wisconsin Business School professors.

Business graduates today do much more than punch an adding machine, Blakely says. "Fifteen years ago an ac-

counting student would go to work and start recording business transactions right away," he explains. "Today we emphasize management's use of computer-generated accounting data. These high-speed tools permit management to make fast decisions based on facts. We educate a man for the decision-making job that he can hold in a large corporation in five or ten years. Of course, if he's interested in a small business he's equipped for that too."

For the supply of business

graduates to increase, the educators say, business itself must get to work. Prof. Roy Tuttle, freshman advisor at the Business School, believes the true story of opportunities in business and the profession's concern for social problems can produce results. Business School Daen Erwin Gaumnitz advocates discussion of the profit motive and the ways a profitable business benefits entire communities by paying taxes, good wages, and by contributing to social improvement.

# Clean Water Is Goal Of Research League

CONTINUED FROM PAGE 2  
commercial usefulness, the necessary size and function of sewage type plants will be reduced to what is required for merely final-polishing the effluents.

This industry's basic need is to close the mill water system by more intensive recycling, thereby reducing water input and output. Such an objective requires in-plant processing of used water for re-use instead of sewerage it to treatment outside the mill.

## Industrial Kidney

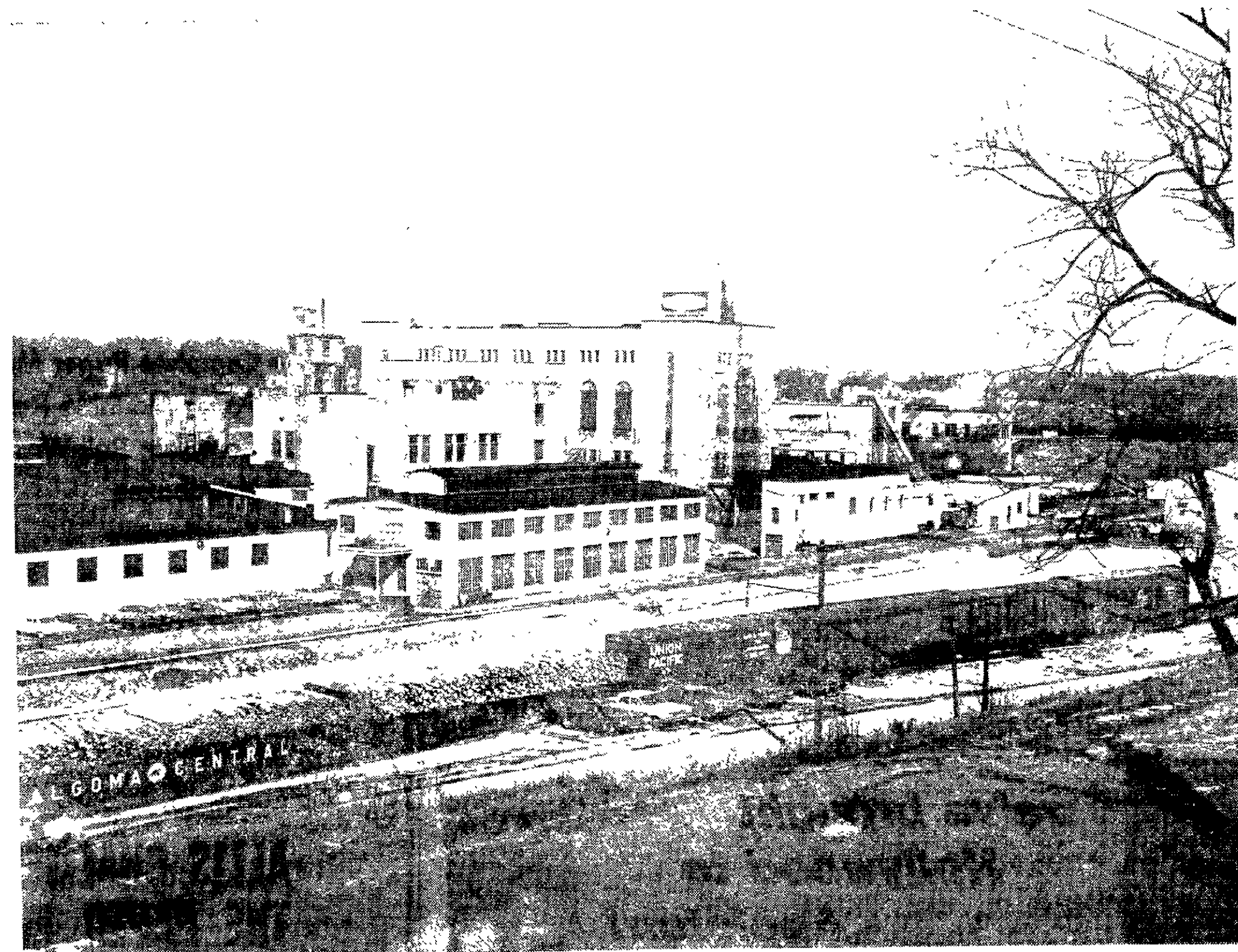
League scientists and engineers are studying a wide range of possible in-plant approaches. Some of the furthest advanced results to date have been achieved with membrane — industrial kidney — techniques. Of these, reverse osmosis has shown that it can remove the organic nutrients along with pulping inorganics, color, and foam from dilute effluents at costs substantially lower than any other process yet tested, and the costs are being worked steadily downward.

The Federal Water Pollution Control Administration recog-

nizes the important promise of the League's reverse osmosis development and the urgency of speed in putting it to work for industry. FWPCA has made a grant to the League of 70 per cent of a \$690,000 demonstration project for the purpose of evaluating the practical usefulness of the process for various pulp and paper mill dilute effluents. A league reverse osmosis experimental unit is already under test in the Appleton plant of Consolidated Papers, Inc. Over a period of two years, six mills will operate a trailer-mounted commercial-scale reverse osmosis unit for several months apiece. The mobile unit has been engineered and ordered.

A fair estimate is that this league — federal project will move ahead by as much as five years the time when pulp and paper mills will have a solid dollars and cents foundation upon which to base a yes or no decision. If this in-plant process proves as sound financially as it is already proved technically, the industry will then have an effective and economical method for treating dilute effluents to a previously unattainable level of purity.

# A TREE IS MORE THAN WOOD . . .



At the Appleton Division of Consolidated Papers, Inc. where high quality pulp has been produced since 1916, the tree also means chemical products made from spent sulphite liquor.

These liquid and powdered chemical products are used as:

## Dispersants

• Concrete additives • Oil well drilling additives • Boiler water treatment

## Binders

• Animal feed pellet binders • Linoleum paste • Foundry core binder  
• Ore briquette binder • Roadbinder

A tree also means Mitscherlich speciality sulphite pulp used in the manufacture of glassine, transparent, greaseproof and enamel printing papers. And a tree further means more than 250 jobs and a payroll of approximately \$2,125,000 for processing 80,000 cords of spruce each year. These are some of the special things a tree means to us.



CONSOLIDATED PAPERS, INC.

Appleton Division

1932 . . .  
1968

Great things happen when people work together for the good and growth of industry and a community. We, at Badger Plug, are proud to be a part of this progressive area . . . serving the paper industry for over 36 years.

**Badger**  
**PLUG**  
**COMPANY**  
1850 W. Reeve Street

APPLETON, WISCONSIN  
PHONE  
734-9229



## Busy Year at Kaukauna

# Sewage Treatment Plant, Housing Plan Top Projects

BY ED VAN BERKEL  
Post-Crescent Staff Writer

**KAUKAUNA** — Two major projects highlighted 1967 in the city, one being a major improvement at the sewage disposal plant and the second, housing for the elderly project.

The \$716,000 sewage plant project, designed to provide primary and secondary treatment, is designed to handle 2,550,000 gallons per day and the activated sludge type treatment plant should provide in excess of 90 per cent biochemical oxygen demand removal. It will meet all requirements for anti-pollution measures, according to state board of health and pollution committee.

The facility is designed to handle wastes for a population of 20,400, the estimated population for Kaukauna and Combined Locks, communities serviced by the plant, in 1985. The adequacy of the facility is recognized in that 58 per cent of the entire project cost will be financed through state and federal aid, the largest amount allotted any state city for such work.

### Housing Authority

Early in the year Mayor Gilbert Anderson named a housing authority to begin work to provide adequate housing at low rental for the elderly and retired of the community. An active committee, the group worked diligently with the Fox Valley Council of Governments to meet federal requirements for financial aid for the project.

Preliminary work leading to federal aid for construction of a housing unit has been completed, necessary forms filed and land for the complex rezoned. The housing authority and city officials are now waiting for federal approval for a 71-unit housing development which will cost in excess of \$1 million. The furnished apartments are expected to rent from \$35 to \$45 per month.

During the year, Mayor Gilbert Anderson organized a civic improvement committee. This group, working closely with city officials, is endeavoring to undertake projects to beautify the community and make it more attractive to

potential businesses and industry.

### Beautify River

Work was started on cleaning up the north bank of the Fox River behind many northside business establishments. The area had long been an eyesore to residents and officials with wild weeds growing at random. During the year, with the cooperation of the Electric and Water Utility and volunteer labor, much of the area was graded, leveled and weeds removed.

It is hoped flowers, trees and shrubs can be planted along the river in spring to make an attractive hillside for persons crossing the bridge. Clubs and organizations are

leased to area mills and a city owned parking lot was established. Plans are continuing for development of the area into an industrial park or utilizing the site for some long needed city buildings.

An old southside depot was removed from the property to provide off-street parking for an industrial concern, thus relieving many of the parking problems in the Second and Third Street areas.

Chamber of Commerce representatives have long been after the city to rezone land making it possible for apartment buildings to be erected, pointing to the demand for rental units and the lack of such facilities in the community. During 1967 the city rezoned land on both the north and south sides making it possible for four four-apartment buildings to be erected.

### Master Plan

This appears to be just a start and with the rezoning of an area as multiple family residential district for the purpose of developing a housing complex for the elderly, it appears more apartment buildings may be built to meet increased demands.

The Fox Valley Council of Governments began working on a master plan for the city during the past year and the city joined with area communities in authorizing the FVCG



The Point Beach nuclear power plant, being built by Wisconsin Michigan Power Co., begins to take shape at Two Creeks in Manitowoc County. The rectangular-shaped building will

house the turbine-generator and the silo-type structure is the nuclear reactor. The plant will begin operating in 1970.

to undertake a survey of future sewer and water needs for all outlying and residential areas.

An American Automobile Association traffic survey was undertaken in the past year enabling city officials to begin

long range plans for developing of shopping areas, traffic controls, traffic patterns and parking problems. Many of the recommendations received as a result of the survey have already been implemented while others are being studied

by committees.

The long-range street paving program, designed to provide concrete paving for all city streets, was continued with over \$100,000 spent during the year to improve all or

Turn to Page 9, Col. 1

## WPG Unique Cooperative Enterprise

**NEENAH-MENASHA** — The idea of competition between paper manufacturers and converters does not carry into the new office and warehouse of the Wisconsin Paper Group on Sanford Street in Menasha, where the spirit among the 36 member companies is one of cooperation.

The paper group (WPG), a non-profit, cooperative group representing Wisconsin paper manufacturers and converters, funnels odd-lot paper loads from all the group members and pools them in special shipments to 79 major markets and dozens of smaller centers across the country.

Some 10 boxcars leave every day from the warehouse on Sanford Street, a total of at least 70 every week to destinations as far apart as Boston and San Francisco. In addition, more than half of the load activities undertaken by the WPG take place outside the Twin City area at the plants of members with box tonnage.

### Service Expanded

The group has expanded its services this year, and now runs three cars a week to New York City, Philadelphia and Boston. Four cars a week go up to Minneapolis, and a car can be sent anywhere as

long as it is full enough to justify it.

A major change in the direction of the group comes in the new general manager, James Vander Hyden, who takes the place of the retired Irwin Pearson. Pearson retired last May, after serving as executive secretary and general manager since the group was organized in 1934. Vander Hyden has been with the WPG since 1947.

The WPG coordinated the loading and distribution of about 123,000 tons of paper products on 4,659 pool cars to some 339 cities last year.

In 1966, the totals were 120,000 tons to a record 355 cities in 4,566 pool cars.

### '3-D' Schedule

More than 84,000 different items, weighing 244,197,000 pounds, were shipped during 1967. The average order weighed slightly less than 3,000 pounds.

A decade ago, the WPG serviced only 272 cities, with a total of 3,130 cars sent out.

The group has members as far west as Eau Claire, Park Falls to the northwest, Rhineland and Peshtigo to the north, and Oshkosh to the South. Twelve of the 36 members are located here in Neenah-Menasha, so the central location here is logical.

The WPG adheres to its "3-D" watchword for service. — Definite, Dependable, and Dated. Boxcar schedules are set up for a week at a time, and are made known in advance so members can get their extras ready for delivery.

## Near Two Rivers

# Nuclear Plant Expected to Fill Electrical Needs

The Point Beach Nuclear Power Plant that Wisconsin Michigan Power Co. (WMPCO) is now building near Two Rivers will assure the Fox Cities area a plentiful supply of electricity for future growth.

"The plant also will help attract new businesses to the Fox Cities," Merlin Abler, director of marketing, said. "An ample supply of electricity is a prime requirement for industries seeking to relocate or expand."

The \$120 million plant will be jointly owned by WMPCO AND Wisconsin Electric Power Co., Milwaukee. The first of two units is scheduled to begin operating in 1970. The second unit will be ready in 1971. Each unit will have an initial capacity of 454,600 kilowatts.

Abler said that Fox Cities industries and residents served by the new plant will reap many benefits.

### Maintain Rates

"At a time when many prices are rising, one important benefit will be the plant's effect in helping WMPCO maintain its present low rates," he stated. "A nuclear plant the size of Point Beach is more costly to construct than a conventional power plant, but more economical to operate."

Dr. Glenn T. Seaborg, chairman of the U.S. Atomic Energy Commission, has emphasized that "all evidence shows large nuclear power plants can produce electricity at a lower cost than other power plants in the U.S."

Dr. Seaborg has also stated that because of the economies inherent in large nuclear power plants, consumers are likely to pay a lower rate per kilowatt-hour.

The Point Beach Nuclear Plant will offer the Fox Cities other advantages besides an ample supply of electricity and low rates. Abler listed

some of the "fringe benefits" as a unique fish hatchery experiment, the absence of air pollution and the conservation of fossil fuels.

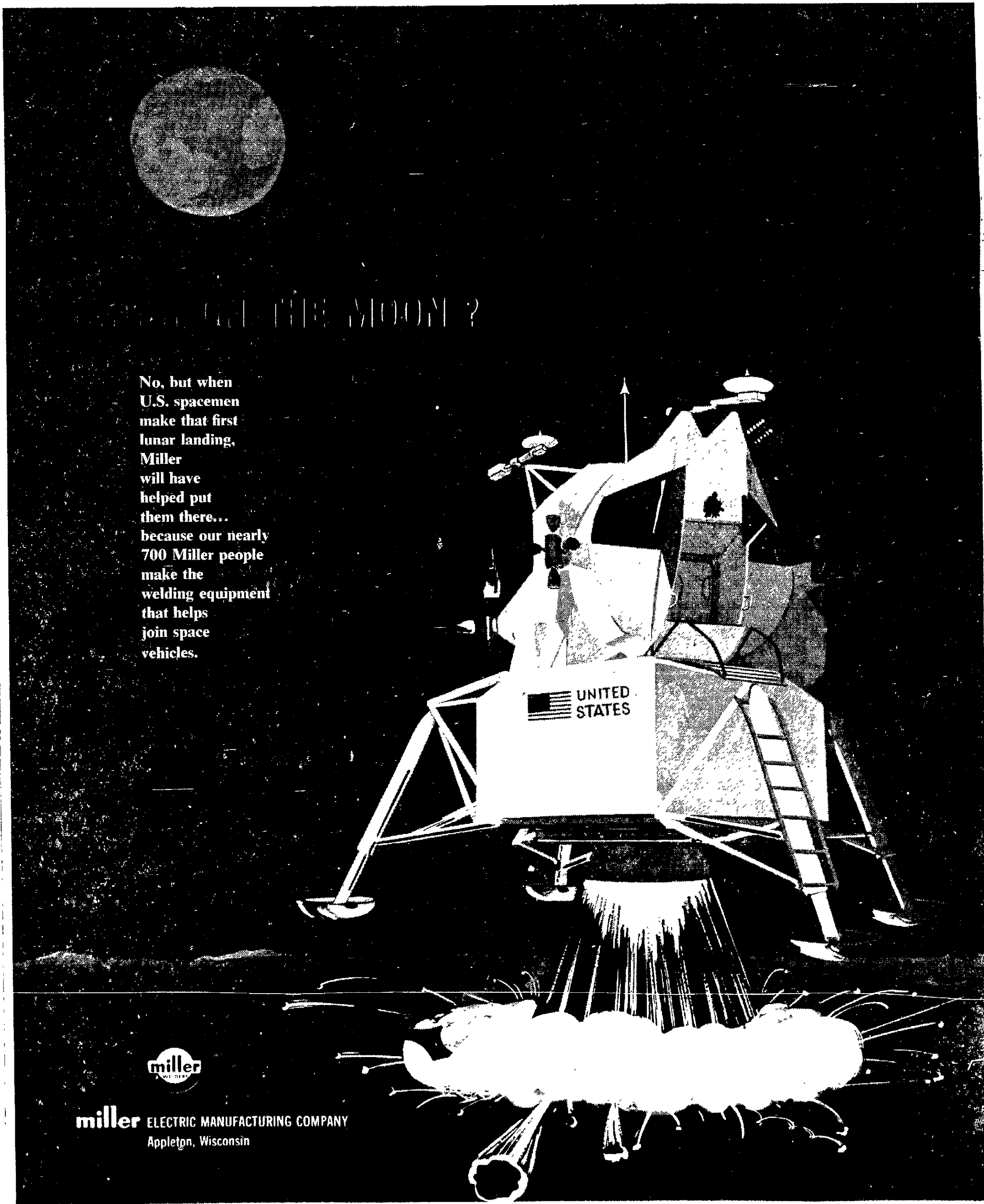
### No Pollution

The fish hatchery experiment is being considered by the state department of natural resources. The department would take advantage of the warm discharge water from the plant and locate a fish hatchery near the plant. The water discharged from the plant is used to cool the steam in the condenser. Some of the state hatcheries now use heated water to protect fish eggs from sudden changes in temperature. But, heating the water is costly. According to present plans, some of the warm discharge water from the plant would be diverted to nearby hatchery ponds. A greater fish yield at a lower cost is expected.

The absence of air pollution is another important benefit of a nuclear plant. Abler pointed out Nuclear plants do not have smoke stacks. Almost all the waste produced in a nuclear plant remains in the reactor. Very strict safeguards have been set up for removing this material from the plant after storing it for many months.

Nuclear plants help conserve fossil fuels, which are in dwindling supply throughout the free world, Abler observed. If fossil fuels were used to generate all the electric power in the world, a shortage would be felt in 50 to 100 years, he said. On the other hand, the supply of uranium needed in nuclear plants is enough to last 17 centuries.

"Another important indirect benefit to people in this area will be property taxes we will pay to the state for the new plant," he said. "Present estimates are that the completed plant will furnish property taxes of approximately \$14 million a year."



No, but when U.S. spacemen make that first lunar landing, Miller will have helped put them there... because our nearly 700 Miller people make the welding equipment that helps join space vehicles.



**miller** ELECTRIC MANUFACTURING COMPANY  
Appleton, Wisconsin



# Shop Prange's Downtown MONDAY Night Till 9

## HOME FURNISHINGS SALE

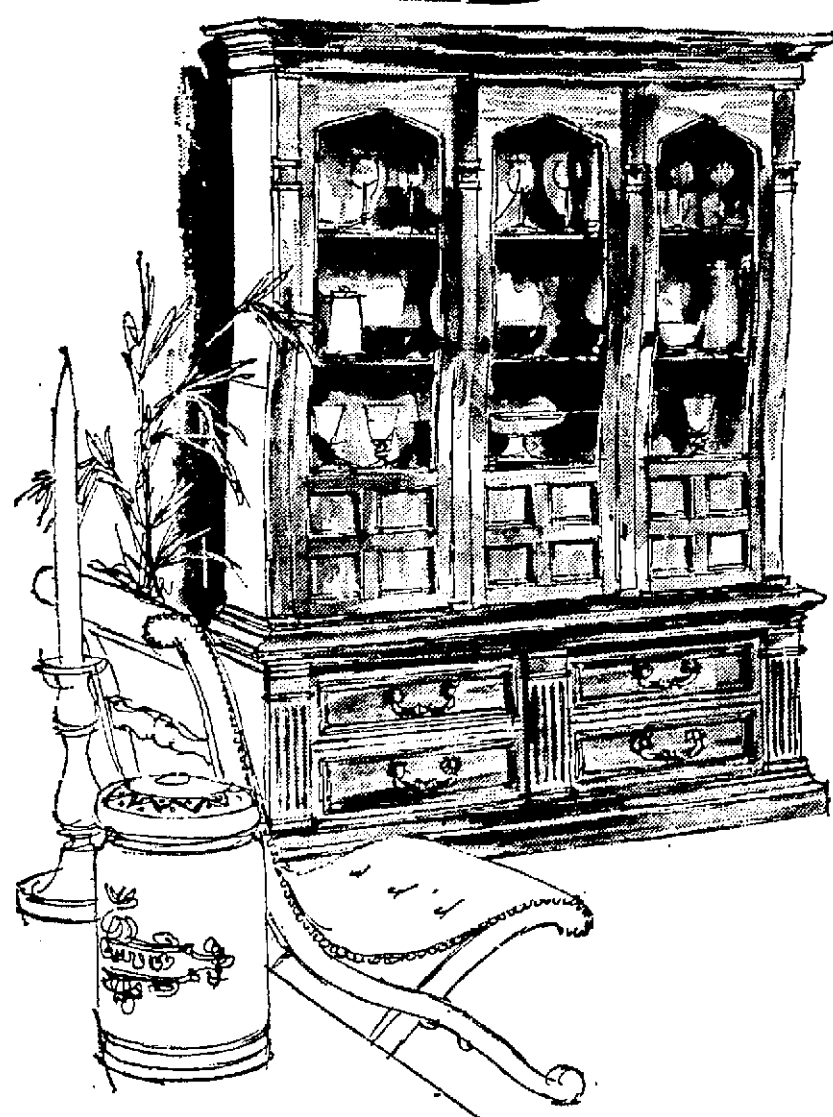


### Sale of Custom Made Lineage Sofas by Heritage

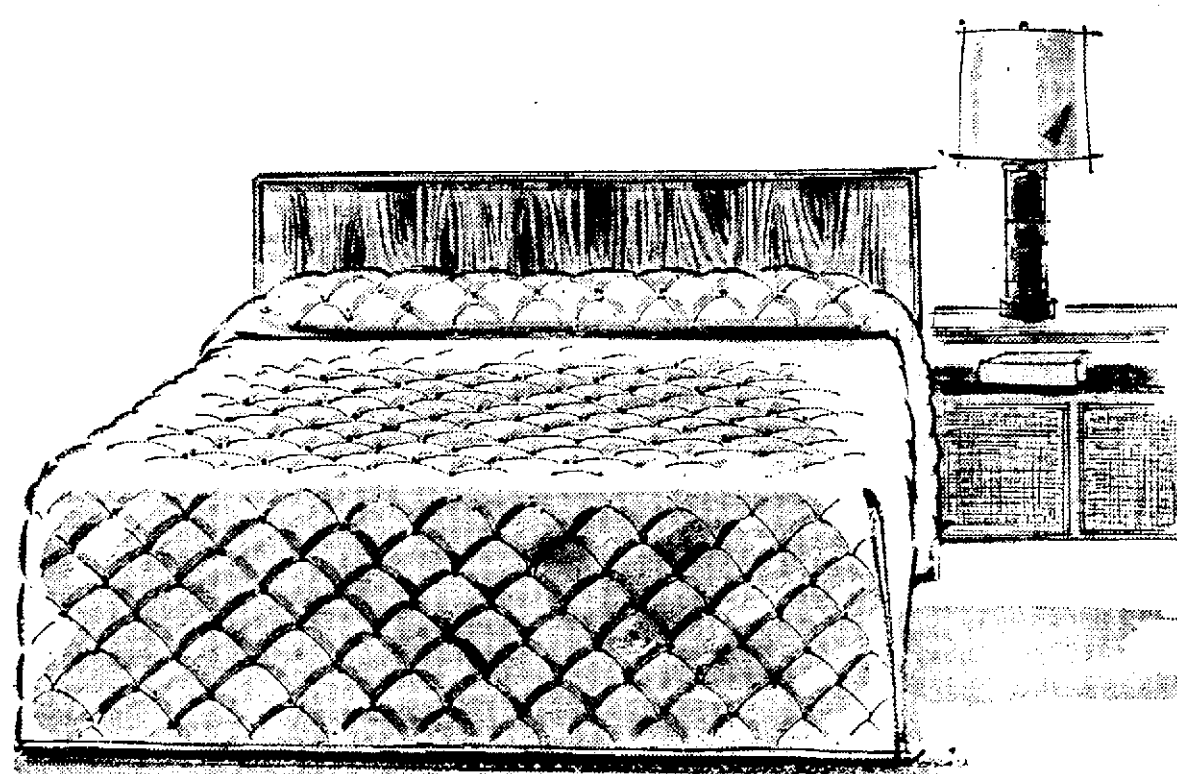
**\$379** No Money Down  
12.52 Per Month

For quality, beauty and good design see these fine Lineage sofas by Heritage at special low prices during our February Home Furnishings Sale. Heritage offers the utmost in attractive traditional design, comfortable seating with reversible deep soft Lineage cushions and smart fabrics. Make your selection from over 400 fabrics in any of the eight styles being offered. Custom order to fit the decor of your home. There's only one week left to purchase quality sofas at this low, low price.

Furniture Gallery—Fifth Floor



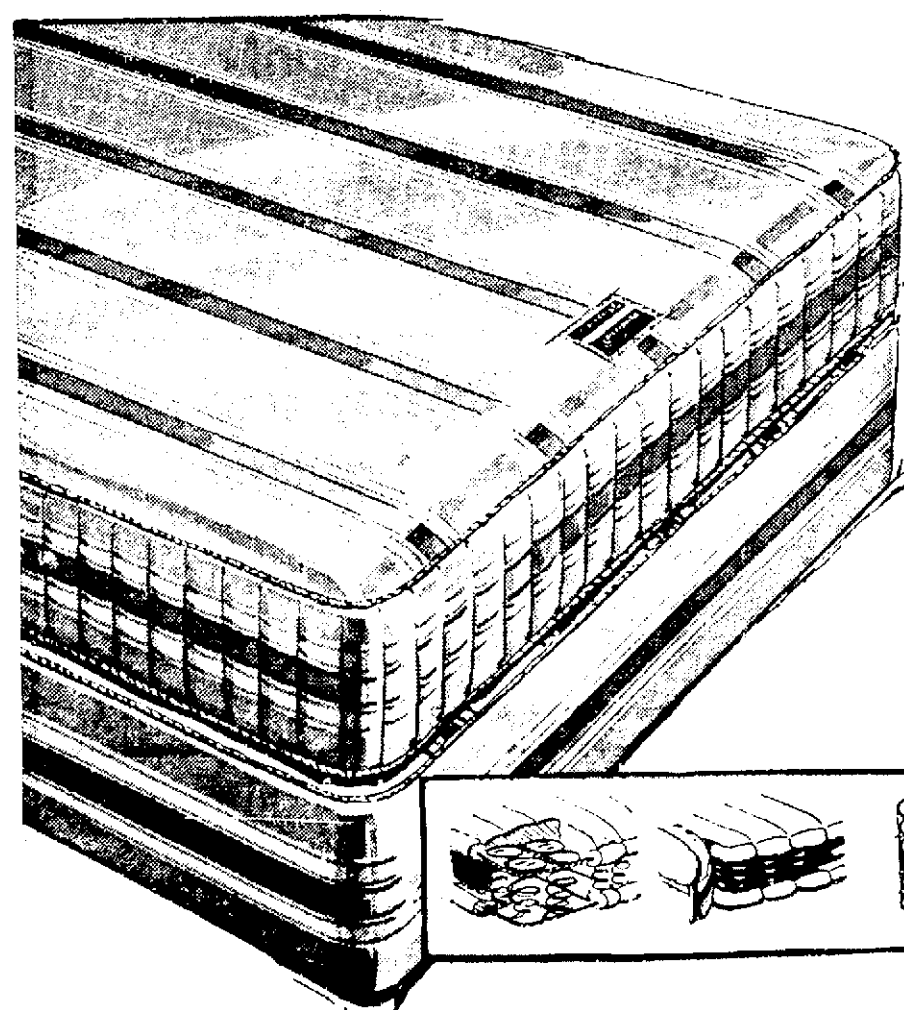
### Sale! Thomasville, Heritage, Drexel and Founders Furniture



There's only one week! So hurry to Prange's for outstanding savings on famous Thomasville, Heritage, Drexel and Founders' bedroom and living room furniture. Select sets or a piece from catalogues of these well-known manufacturers at February Home Furnishing Sale prices. Choose from contemporary or traditional designs in a wide range of elegant finishes.

Furniture Gallery—Fifth Floor

### Sale! Famous Stearns & Foster 837-Coil Mattresses or Box Springs, Each



**\$37**

Save on an 837-coil Stearns & Foster mattress or box spring. Features include firm no-button top upholstered in 100% cotton felt. Seat edge prevents border breakdown and ventilators keep mattress fresh. Matching heavy duty steel tied box springs give extra body support for comfort and healthful sleeping. Queen size set \$117; king \$147.

Sleep Shop—Fifth Floor



**\$47**

Stearns & Foster 837 coil luxury firm mattress with quilt top has no buttons and is upholstered in white cotton felt. Quality built to last for years, this mattress has Insula® cushioned seat edge preventing breakdown, ventilators keeping mattress fresh and gold damask ticking. Matching 8-way hand-tied, 72-coil box springs are at the same low price. Queen size set, \$137; king size set \$187.

Sleep Shop—Fifth Floor

SHOP PRANGE'S DOWNTOWN MONDAY AND FRIDAY 9:30 A.M. TO 9 P.M.  
ALL OTHER WEEKDAYS 9:30 A.M. TO 5:30 P.M.; BUDGET CENTER OPEN  
MONDAY THRU SATURDAY 10 A.M. TO 9:30 P.M.; SUNDAY 12 NOON TO 6 P.M.

*H.C. Prange Co.*



# 1967 Second Highest Construction Year

## Ten Community Total Down Slightly From 1966 All-Time Record

BY WILLIAM C. CAREY  
Post-Crescent Staff Writer

The value of construction contracts — a prime economic indicator — topped the \$28.7 million mark in the Fox Cities region during 1967 but there were several soft spots.

Compared with the previous year new building starts were down \$1.8 million, but it was still the second best year on record.

The up-and-down pattern in the region reflected the accelerated urbanization taking place in towns adjacent to the central cities.

The Towns of Grand Chute and Neenah, and Village of Combined Locks, posted healthy gains when it came to industrial, commercial and residential building.

And Neenah and Menasha managed to do a little better than the previous year.

### Drops From Lead

However, it was the first time Appleton did not lead the construction parade in the Fox Cities area this decade.

High interest rates and other factors tended to have an adverse effect on a major segment of the construction industry in general so it would appear that Appleton was hardest hit.

In 1966 Appleton was by far the pacesetter in the region with \$13 million in new building — the second best year in the city's history.

Because the permits represented only general construction, it would be safe to add another 40 per cent to the overall building total in the region when taking into consideration the cost of heating, plumbing and electrical installations.

Building permit records at the Appleton City Hall tell somewhat of an interesting story although permit values were down better than 15 per cent. There was less institutional-type building (tax free) and more industrial-commercial, which add to the tax base.

### Non-Taxed Building

It was recalled that during Appleton's golden years of the early and mid-sixties, a good share of construction represented municipal, university, hospital, church and public school building.

Kaukauna's building total dropped \$1.5 million and Kimberly was down \$700,000.

On the plus side, the burgeoning Town of Grand Chute with its highly commercialized West College Avenue strip and growing residential areas led the region with a \$698,876 increase.

Combined Locks was up \$668,000 over 1966 and the Town of Neenah had a \$492,379 gain. Neenah, Menasha and Little Chute construction

also finished ahead of the previous year.

### Banner Year

The Town of Menasha, considered one of the region's healthiest so-called "tax islands" with a huge concentration of industrial and commercial development, showed an increase of only \$6,050 but had another banner building year, topping \$3 million.

The actual construction total for 1967 for the 10 communities comprising the Fox Cities complex was \$28,732,120 compared to \$30,543,615 in 1966 — a drop of \$1,811,495.

While some contractors and smaller builders lamented the fact, spokesmen for the building trades unions said there was plenty of work. In fact, some employers were finding it difficult to retain personnel due to heavy manpower demands in the Oshkosh and Fond du Lac areas. Both are enjoying construction booms, including considerable home building.

### Home Comeback

New apartment construction made an impressive showing throughout the area, especially in Appleton.

Residential building had a comeback after an almost disastrous 1966 but fell short of expectations in the larger cities. But in the urbanized towns, home building continued to move at a good pace but no records were set.

Permits for more than \$1 million in new apartment construction were issued in Appleton, including a \$450,000 project planned for the city's far northwest side but not started yet.

The largest single project undertaken in Appleton last year was the \$830,000 Wisconsin-Michigan Power Co. operating headquarters building at 800 S. Lynndale Dr. The utility also erected a \$300,000 electrical sub-station at 6 Weimer Ct.

### Major Projects

Among the other high price-tagged projects were: First Congregational Church building, 724 E. South River St., \$690,000; Institute of Paper Chemistry graduate research center, 820 S. West Ave., \$506,866; Riverside Paper Corp. new converting plant, 116 Kensington Dr., \$400,000; Lawrence University food service center, 724 E. Alton, \$517,000; Lynn & Lynn Nursing Home, 2915 N. Meade St., \$225,000; St. Bernard Church and parish hall, 1617 W. Pine, \$350,000; new McKinley south-side school, \$669,000; and Automotive Supply Co. warehouse and office building, \$155,000.

Neenah ranked second in the region with \$5,168,778 in

new construction, including the start of 127 new homes.

However, at least \$2 million will not make the tax rolls because of its exempt status. The Theda Clark Memorial Hospital expansion is exempt from local taxes as is half the water management center at Bergstrom Paper Co. and part of the new labor temple building.

The top building permit issued in Neenah was \$1,879,000 for the hospital project, followed by the Bergstrom project of \$250,000.

### Grand Chute

The Town of Grand Chute ranked third with its \$3,632,177 in new construction, much of it on W. College and W. Wisconsin avenues where discount centers, supper clubs, new and used car garages, small plants and office buildings went up.

Fourth-ranked Town of Menasha had \$3,057,300 in construction starts during the past year and led the Twin-City area in taxable growth.

Largest projects in the town were two buildings for Kampos Warehousing, Inc. and a new discount store. Commercial permits listed a value of \$1,378,000. Apartment building spurred and home building continued on the upswing with a \$1.2 million price put on 80 new residences.

Kaukauna had \$1,507,320 in new construction of which \$1.1 million added to the community's tax base.

### Menasha Down

The largest single undertaking was a \$320,000 addition to the municipal sewage plant.

Building was off about 12 per cent in the City of Menasha which checked in with a \$1,453,993 total. The city's two largest construction projects were the \$200,000 structure erected by Warehouse Associates, Inc. and an \$83,000 undertaking at Riverside Clinic.

In the Town of Neenah where construction reached \$1,035,600, there were two major projects. The Menasha Corporation was issued a permit for a \$282,000 office building and Wisconsin Distributing Corporation put up a warehouse-office for an estimated \$200,000. Home building showed a 20 per cent increase with 25 new residences started.

Kimberly's \$528,910 ranked ninth in the region, down \$700,000 from a year ago when school construction was in the picture. The biggest commercial project was a \$125,000 supermarket, and 16 new homes accounted for close to \$240,000 in outlays.

### National Trends

Little Chute had a healthy \$482,750 construction figure — up \$131,000 over last year with new homes and residential remodeling accounting for close to \$450,000.

Past performances would indicate the melting pot of communities in the region does not necessarily follow

national trends when it comes to the construction industry . . . so the future presents a question mark.

However, Appleton officials are optimistic and hint of bigger and better things to come this spring and summer with regard to new industrial and commercial developments.

Stepped up activity is already underway in the new industrial park and the central business district may be in for a big project.

However, on the national level the future has signaled a possible downtown downturn in building activity during 1968.

F. W. Dodge Co. reported that construction contracts placed in the United States during December closed out 1967 with a wavering performance.

The shaky outlook, based on the Dodge report, centers around two familiar problems — costly credit and cutback of public funds. As a result, construction markets are threatened with a squeeze.

However, communities in the Fox Cities have varied characteristics and it may well be that some will enjoy construction booms while others experience just a so-so year.

Only time will tell.

## Menasha Utility Shows Increase In Power Output

MENASHA — An increase of 15.6 per cent in net electric power generation was reported in 1967 by the municipally owned Menasha Electric Utility.

F. Marion Hageman, utility manager, reported net power generation at the steam plant of 66,660,600 kilowatt hours. This compares to net generation of 57,623,300 kilowatt hours in 1966. One kilowatt hour would be the amount of electricity used by ten 100-watt light bulbs in one hour.

During the year, 46 new residential customers were added to utility services and 1.1 miles of new lines were built to serve those customers.

The utility also switched over 125 incandescent street lights to Mercury vapor lamps and installed 31 additional street lights, all Mercury vapor.



The New High-Bay Assembly addition was completed last summer at Giddings & Lewis-Bickford Machine Company in Kaukauna. The 260-foot long bay area is expected to enable the firm to double shipments of its

larger tool changing machines. The air conditioned assembly floor maintains a constant 72 degrees and is as the exclusive assembly area for the new NumeriCenter 10V machine which was introduced last year.

*We're delighted to let the community know . . .*

# In the face of a decline in paper production—1967 was the biggest sales year in our history!

We make felts for the paper industry. For only the second year since World War II, paper mill production declined in 1967.

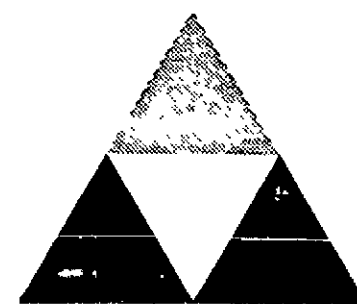
Normally this affects us sharply. But not in 1967. Even with a smaller market available to us, our sales of papermakers' felts increased 15.6 per cent. We reached another new high in our long history.

This is a remarkable achievement, a remarkable tribute to the 215 men and women who produce and sell our felts.

It's also a tribute to the City and the people of Appleton. It means that this is the kind of place our employees like to live and work in. It means there is cooperation between management, labor and civic government. It means progress and satisfaction for all of us.

A year from now we'll report to you again. We hope we're not being too optimistic, but we expect to have equally good figures then. 1968 should be another record year for us. It will also mark the start of our plant expansion, our move to the city's new industrial park. New plant, new products we're introducing this year and a new spirit of Appleton Mills all add up to new success.

Naturally we're proud, pleased, and of course we're grateful.



## APPLETON MILLS



Auto Body Works, Inc.

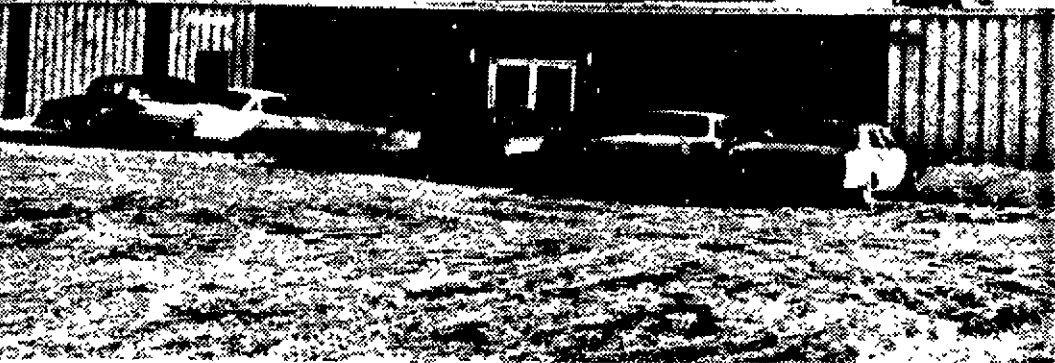
QUALITY TRUCK BODIES

## For Our Progress We Give THANKS

- to OUR CUSTOMERS WHO GIVE US OPPORTUNITY
- to OUR EMPLOYEES WHO SHARE IN OUR EFFORTS
- to OUR COMMUNITY WHO COOPERATES IN OUR GROWTH
- to OUR FREE ENTERPRISE SYSTEM WHO ALLOWS US INCENTIVE

"Freedom to rise from obscurity to greatness has built our nation physically, economically and scientifically. Our future knows no bounds if we fight as hard to preserve our freedom as our ancestry did to achieve them."

## TWIN BOWL CITY



Menasha's First new bowling lanes to be built in more than 30 years were constructed during the past year. Now in operation, the Twin

City Bowl at 981 Plank Road has 16 bowling lanes, a billiards and pool room and a cocktail lounge. (Post-Crescent Photo)

## Kaukauna Faced Busy 12 Months of Work

CONTINUED FROM PAGE 7

portions of Ann Street, Henry Street, Main Avenue, Wellhouse Drive, Hendricks Avenue and St. Mary's Place.

### Storm Sewer Work

Major storm sewer programs and sidewalk replacement projects were also carried out, some designed to alleviate problem areas while others were necessary to meet anticipated growth or annexation of outlying areas.

A second garbage truck was added to the fleet of city vehicles during the year and an agreement was reached between the Utility and city for joint maintenance of vehicles, thus reducing costs to both public bodies. New men were hired for the sewage disposal plant and street crew.

Work continued on improvements at the Grignon Home, a historical attraction for the city, and to all city parks. A new water wheel was erected near the Grignon Home as an added attraction for tourists. An area near the Grignon home was opened for overnight camping, a service needed in the area due to the increased emphasis on family camping as recreation.

The city owned utility continued to prosper during the year with the purchase of a \$1.5 million turbine and generator to supplement existing power sources. Work was

continued on a loop system to encircle the area serviced by the utility and improve service and progress continued on an interconnect with the Menasha Utility, a long range plan to benefit both communities through cooperative power purchases.

Work started on remodeling of city hall with a \$15,000 improvement project completed on the city clerk's office. This is part of a long-range program whereby all offices in city hall will be improved and modernized.

The city's recreation program was expanded to permit participation by more adults. A new vehicle was purchased for the recreation department to meet requirements for additional supervision and organization made necessary by the expanding program.

### Dutch Elm Disease

In line with increased recreational programs, considerable improvements were carried out at KK Sports arena, a popular spectator area. The drag strip was extended, making it the longest in the country, new bleachers were erected, judges and timers facilities were improved and the parking exit areas were improved to facilitate traffic flow.

The city was hard hit by Dutch Elm disease during the summer, many of the oldest Elm trees having to be cut

down and burned. Extra men were added to the park department to help in the fight against the spread of the disease. City officials, realizing the danger of the spread of Dutch Elm, began thinking of other trees which could be planted to replace those lost to the disease.

Many educational innovations were introduced into the school curriculum during the year, all designed to make students more qualified to take their place in the adult world. Plans were begun for a new northside elementary school to serve the increased school population. A 100-seat lecture room was added at



the high school and \$8,000 was spent for a new conference room at the Vocational and Adult School.

The board of education undertook a study of the Unified School District and proposed to the council and rural officials formation of such a district, but without success. Investigation into the advantages and disadvantages of such a change are still under consideration.

A hall of fame was instituted at Kaukauna during the year, six men selected for the initial honor. Plans were made to name additional peo-

ple to the hall in subsequent years.

Young people undertook the building of a coffee house and carried their dream to realization within a few short months with the support of local businessmen, industrialists and other interested adults.

The youth also undertook a project to secure summer employment for young people, working through the Youth Council at the high school. Initial efforts met with limited success, but it is hoped the program will be expanded each year. The student council at the high school initiated a scholarship program during the year as the role of young people in the growth of the community continued to make itself felt.

Three new programs instituted by the Jaycees attracted interest including honoring two citizens for distinguished service or contribution to the community and holding a youth government day whereby young people from the high school took city offices for a day.

Industries continued to grow with Thilmany Pulp and Paper Company adding a \$165,000 office building and new warehousing and manufacturing buildings being constructed at Badger Northland Inc. and Giddings and Lewis Machine Tool Co., Kaukauna division.

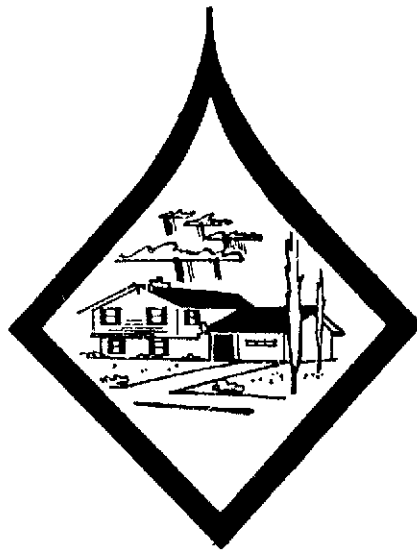
### Bright Future

All three banking institutions reported substantial growth during 1967 and two, the Bank of Kaukauna and Kaukauna Savings and Loan, began planning for improvements to existing buildings or construction of new facilities.

Sister Mary Ambroselle, administrator of St. Paul Home Inc., brought Kaukauna to national attention by being named president elect of the American Nursing Home Administrators Association.

A group of men formed a St. Vincent De Paul society in the community to carry out charitable works and opened a store on the southside. The organization is actively aiding persons in distress, but work is carried out with a minimum of publicity or fanfare.

The future looks bright for Kaukauna as major industries have announced plans for further building and improvements and city fathers have undertaken many long range plans for the betterment of the community.



# GROWING

with the area . . .

We were fortunate to serve a good number of homeowners in 1967 with Natural Gas. And we are appreciative for this fine public acceptance. We are most enthused and will actively continue to render the finest service possible. We like to grow.

## WISCONSIN GAS COMPANY

### KAUKAUNA DISTRICT

150 W. Wisconsin Ave., Kaukauna

766-3551

Serving These Communities:

Combined Locks, Darboy, Freedom, Hollandtown, Kaukauna, Kimberly, Krakow, Little Chute, Pulaski, Seymour and Sherwood.

### CLINTONVILLE DISTRICT

79 S. Main St., Clintonville

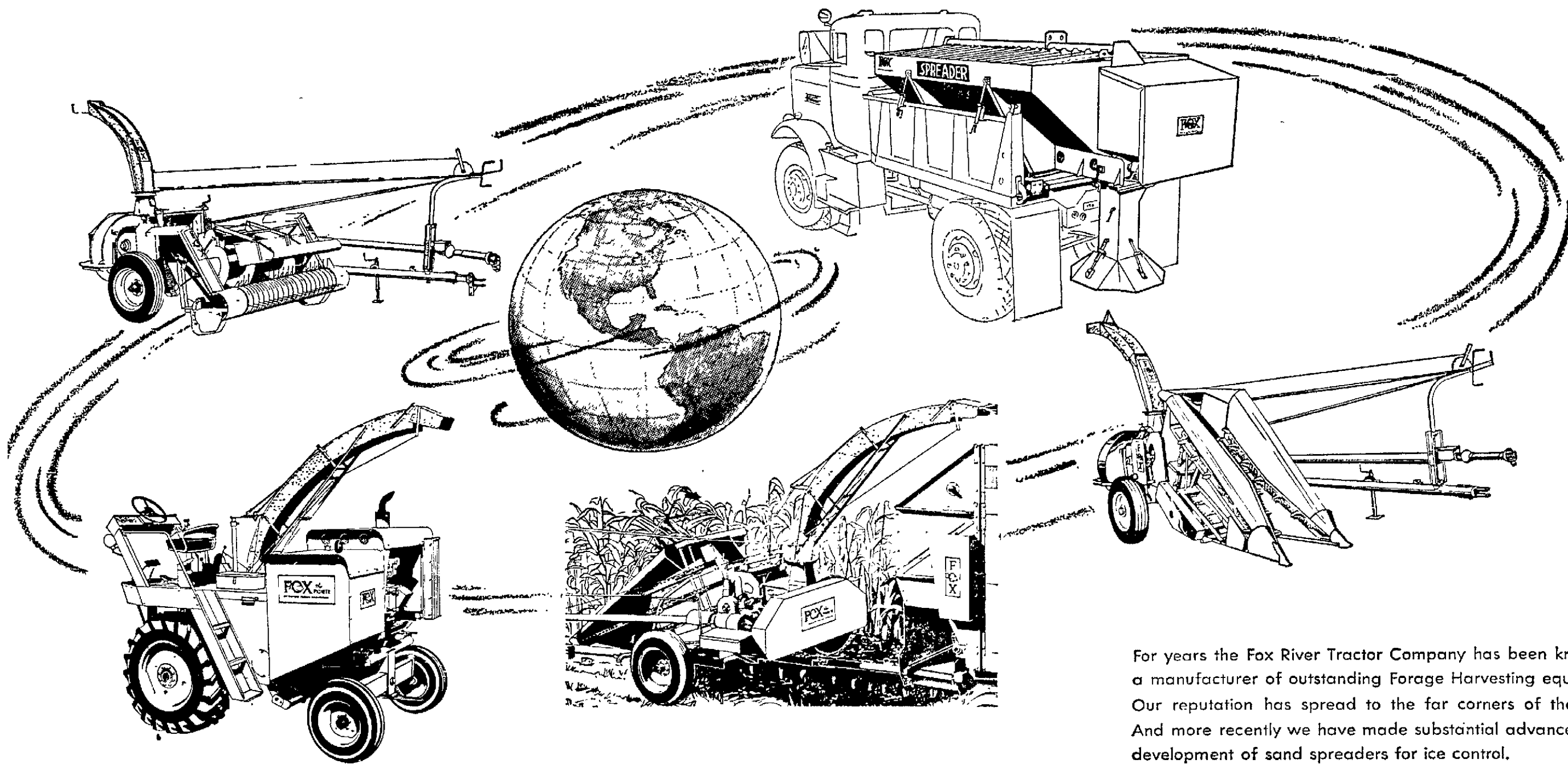
823-2575

Serving These Communities:

Bear Creek, Bonduel, Cecil, Clintonville, Embarrass, Gillett, Hortonville, King, New London, Oconto Falls, Shawano, Waupaca and Weyauwega.



... known around the world



For years the Fox River Tractor Company has been known as a manufacturer of outstanding Forage Harvesting equipment. Our reputation has spread to the far corners of the earth. And more recently we have made substantial advances in the development of sand spreaders for ice control.

Now, over 300 families in this area are provided jobs by Fox River Tractor Company . . . a significant contribution to the economic growth and stability of the Fox Cities. We are justly proud of our employees and they are equally proud of the name FOX . . . known around the world.

# Fox River Tractor Co.

Manufacturers of Forage Harvesting Equipment  
and Sand Spreaders for Ice Control

APPLETON, WISCONSIN



# Kimberly Gains Industry, Plans Future Growth

## Utilities Extended In Village

KIMBERLY — Several significant achievements were recorded in the village during the past year, some of immediate importance to the entire community while others have long-range implications for continued growth and prosperity.

Probably most important was the official dedication of the Mount Hope Machinery Company, a second industry in the village which could provide additional employment and tax revenue for the future. Dedicated was the 10,568 square foot manufacturing building.

Mount Hope is in its 26th year as the major supplier of a wide variety of web controls for the paper, textile and plastics industries, thus the decision to locate in the heart of the paper industry to provide fast service to customers.

## Second Business

A second business located in the 11-acre shopping site during the year with the opening of a Red Owl Supermarket. Village officials and developers of the center are optimistic about the future and foresee continued development and building in the area.

The extension of sewer and water to a proposed industrial park site south of the Chicago and North Western Railway tracks near the western limits of the community is a major step toward future growth and development. The 45-acre site, annexed from the Town of Buchanan, was purchased in 1966. The village also annexed 15 acres of school district owned land south of the high school from the township.

Voters of the school district authorized purchase of the old village hall during 1967 and the village officials then purchased 2.5 acres of land adjacent to the village garage as a possible location for a new hall.

## Hall Complex

The school district can utilize the village hall for office

space, lunch programs and other special activities while the village can now plan a village hall complex to meet the increasing space demands of the library, police and fire departments and other village offices.

A major street improvement program was carried out on Fourth. Helen and Ann streets as part of the long-range plan for complete street improvements while in River-view Heights Estate, where 17 new lots were opened, the developer carried out street improvements on Paul Street, and Curtin and Fulcer Avenues.

In cooperation with the Wisconsin-Michigan Power Co., plans were made to develop a community-wide mercury vapor lighting system. The program will be carried out over a three or four-year program with major thoroughfares to be handled first and gradually expanding to the more remote areas.

Negotiations were started to acquire additional land near Sunset Point Park for expansion of the recreational facility with the possibility of building a lake or swimming site in the park.

## Federal Aid

Village officials are working with the Fox Valley Council of Governments and federal officials in an effort to secure federal aid for the purchase of land and development of the Sunset Park facility.

The school board also undertook several major programs during the year including the purchase of land for an addition to the Janssen School at Combined Locks and the hiring of Schutte, Phillips and Mochon as architects to design a proposed new West Side Elementary School and the Janssen addition. T. G. Evenson Bonding Consultants and the law firm of Esler and Green were also put under contract by the board of education to assist in all phases of the building program.

## Add Courses

Several new courses were added at the high school and educational innovations were introduced. Requirements for graduation were altered in the high school, reflecting the

importance of the junior high program. A guidance director for high school girls was added to the staff during the past year.

During the year Holy Name of Jesus Catholic School announced that seventh and eighth grade classes would be discontinued at the school for the 1969-70 school year. The decision came because of lack of adequate space and the difficulty in securing teachers.

Students in these grades are currently participating in shared-time education in the public school system. The addition of these students to the public school forced the board of education to begin planning immediately for additional space.

Mount Calvary Lutheran parish marked its 30th anniversary during the past year and the report on the history of the parish showed remarkable growth both in church members and its parochial school facility.

## Remodeling Job

A remodeling project, costing about \$5,500, was undertaken in the basement of the village hall to provide additional meeting space for clubs and organizations in the community. The spacious quarters are ideal for Boy and Girl Scout activity and also are much in demand by other groups.

The village also received state-wide recognition early in the year when Michael Jansen became the first boy in the state to receive an Eagle Scout award despite being handicapped by polio several years ago. The youth had reached the top plateau in scouting, not being able to meet physical fitness requirements. When the national organization took steps to enable handicapped scouts to achieve the Eagle rank, Jan-

sen began work immediately and successfully reached his goal.

## Mill to Close

The Junior Historical Society at Holy Name of Jesus School continued its award winning record in state competition by entering a project on "Dairying in Wisconsin." Students and their adviser, Sister M. Huberta, made many field trips and did considerable research in preparing their entry for the State Historical Society.

During the year, Kimberly-Clark Corporation, announced the discontinuance of sulphite pulp operations at the Kimberly Mill effective at the end of May, 1968. The shut-down was necessary to help reduce river pollution as other solutions to the problem were not economically feasible.

Plans were made early to permit a transition period

during which employees could be shifted to other departments or assume other duties with a minimum of difficulty. The sulphite operations will be replaced with a hydropulping system which will cost about \$350,000. An entirely new materials handling system, new pulping machinery and warehouse space for storing purchased pulp will be necessary.

Other significant items at the plant during the past year were the one million safe man hours reached during 121 days without a lost-time accident at the plant, the vote by workers to retain the Independent Paper Mill Workers Union rather than accept the bid of two AFL-CIO affiliated unions by a 693 to 328 vote, and the naming of Frank B. Loopnow, mill manager, to replace Harry W. Pierce who retired in July after 38 years with the firm, 13 as Kimberly Mill manager.

## New Ramp Helps Solve Parking Space Shortage

Adding its own bit of color to the excitement of unveiling a new Appleton Downtown in 1967 was dedication of the city's sparkling new 450-car parking ramp at Soldiers Square.

While Appleton was seeking to solve its parking problem with completion of the ramp and rearrangement of parking stalls on College Avenue, Oshkosh got the go-ahead on a plan that will add 500 spaces to the city's downtown parking area and Neenah heard plans for a ramp of its own.

The Appleton ramp, priced at slightly more than \$1 million, including land acquisition, was ready for opening in July, despite delays caused by weather, strikes and city council feuding. Revenues from July through November averaged about \$1,600 monthly, but are expected to increase as residents become accustomed to using the ramp.

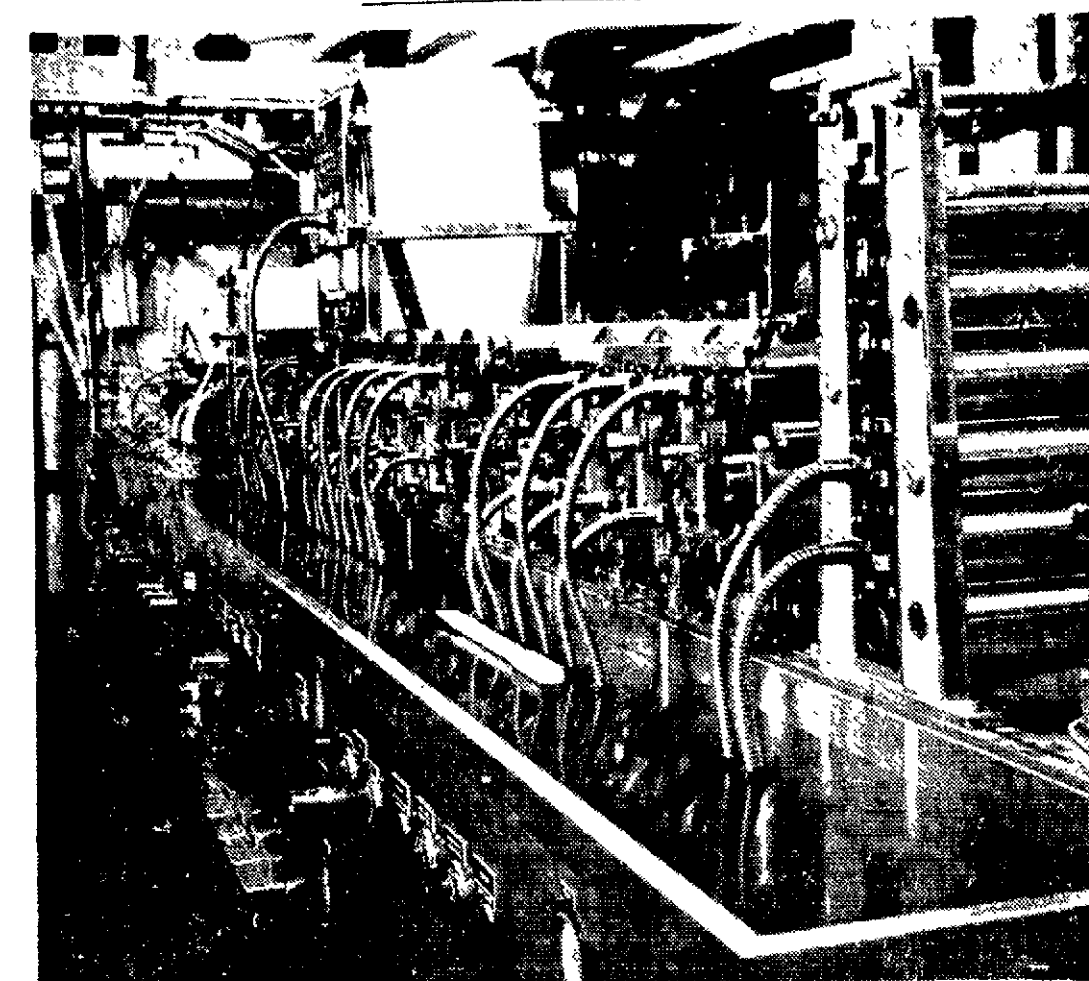
The structure is painted inside and out, with beams at

various levels set off in different bright colors to help motorists remember where they parked. A lobby at the Oneida Street side of the ramp is decorative and practical, housing the cashier and containing restrooms. The ramp is well lighted and has an elevator, since the 450 spaces are spread out over four levels on the south side and four and a half levels at the north.

One of the ramp's most practical features, considering the Fox Valley climate, is a snow melting drainage system on the top level.

A pedestrian mall, which was proposed for the area immediately to the north of the ramp and included in the original sketches, has been much fought over and is not included in the 1968 budget.

One of the major changes effected to ease the flow of traffic on College Avenue was replacement of the old-fashioned angle parking system with parallel parking. Some



A 30-foot Fourdrinier-type experimental paper machine was built at the Institute of Paper Chemistry last year as part of the continuing pro-

gram of research for the paper industry. This is the newest experimental machine to be installed at the Institute.

129 street parking spaces were lost in the process, bringing the total on College Avenue in the business district to 221.

Rounding out Appleton's parking achievements in 1967 was the paving of a public lot at Division and Washington streets and preparing it for parking meters. The lot holds 110 cars.

Value of 15 parcels of land proposed for purchase by the Oshkosh council, and of the buildings on the land, is estimated at about \$1 million. Addition of the 500 spaces on six lots that this could provide and completion of the Park Plaza shopping complex along the Fox River adjacent to the

present downtown are expected to alleviate the severe parking problem that has existed for several years.

## Reject Plan

There are to be 1,500 parking spaces in the plaza complex.

The six city lots are to be on both the east and west side of Main Street, scattered through the downtown area.

A planner's proposal that would have removed parking from large sections of Main and Oregon streets was rejected.

The city took its first step toward carrying out the plan in December when it approved

purchase of the first parcel of land.

Neenah heard plans for a parking ramp to be built at Church and Doty Streets that would have space for shops on the lower level and have room for 80 cars on each of four upper levels.

Plans were not given in great detail and no action is expected to be taken until plans are completed for rejuvenation of the business district.

Menasha also is holding off on parking decisions while redevelopment plans are being laid.

There has been some consideration of a cooperative effort at redevelopment by the two cities.

## Hundreds of Business Applications



First low cost video tape recorder

# The Sony Videocorder®

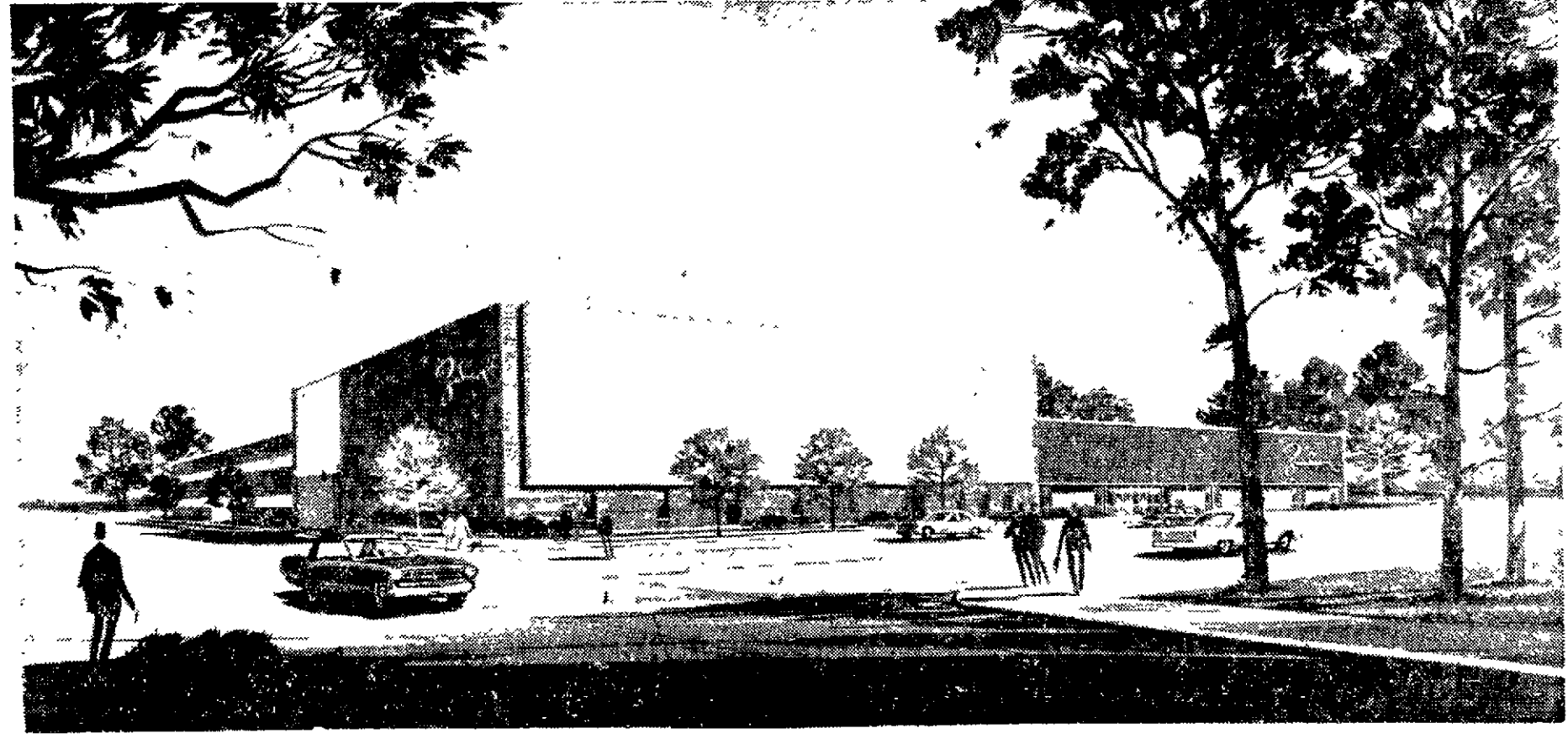
- It's a complete TV studio: video tape recorder, deck, large-screen TV monitor and optional TV camera. You can record TV pictures and sound right off-the-air. Record "live" action with the camera. You can play it back instantly or at a later date on the TV monitor screen.
  - SALES PRESENTATIONS can be recorded and sent to branch offices
  - ATHLETIC, DANCE, DRAMATIC INSTRUCTORS can improve performance of their students by letting them see themselves in action.
  - AD AGENCIES can preview TV commercials.
  - INDUSTRY can use it to record manufacturing operations or test procedures.
  - SCHOOLS can store lectures, lab demonstrations for later reproduction in other classes or other schools.
- Now at an amazingly low price. Videocorder deck, TV monitor and TV camera.
- The Videocorder is not to be used to record copyrighted works.

For a Demonstration and Information, Call

# Electronic Expeditors, Inc.

Supplying Industrial Electronics in the Fox River Valley

1037 W. Wisconsin Ave., Appleton  
Phone 733-5172



For 49 years we've grown with Wisconsin. Prospered with Wisconsin. Faced problems with Wisconsin. Found solutions with Wisconsin. And we at Zwicker Knitting Mills think the best is yet to come.

As a manufacturer of the finest knit prod-

ucts, we've found that Wisconsin offers all of the requirements for sound corporate growth: Good transportation; good schools; industrious people—and most important—a genuine desire to help industry prosper and grow. If you're like us, you'll enjoy every day of the association.

# Zwicker

KNITTING MILLS • APPLETON, WISCONSIN

BRANCH PLANT: WAUPACA, WISCONSIN

EAGLE KNITTING MILLS DIVISIONS: MILWAUKEE AND SHAWANO, WISCONSIN



New London Program

Sewage Plant, Sewer Top Projects

BY ROGER PITT

Post-Crescent Staff Writer

NEW LONDON — Commencement of a \$180,000 to \$190,000 addition to the municipal sewage plant and completion of a \$185,000 storm sewer project rank atop municipal programs for 1967, but even bigger plans loom for 1968.

Groundwork was laid for a low rental housing development for the elderly by the city and a new elementary school by the board of education.

Construction began in July on the sewage plant addition which will more than double the efficiency of the local operation. Planning for the program began as early as 1964 after the city received a pollution abatement order from the Natural Resources Department.

Grant Approved

Much of the time in the early years was spent seeking federal aid for the project. Plans had to be drawn and in 1966 the city was notified its request for assistance has been granted by the federal government. About one-third the total cost will be covered by federal grants, while the city is still seeking further outside funds from the state.

Work on the plant will probably be completed in mid-1968.

In connection with the sewage facility difficulties, a massive \$1 million storm sewer program was initiated.

The southwest section of the city project cost \$185,000, plus engineering fees. Work on the project started in 1966 was completed in late summer. At this time the city is studying the possibility of installing

storm laterals in the southeastern portion of the city.

A local housing authority was created by the council in January, 1967, and since that time the committee has progressed to the point where it has selected a developer and the project will commence with approval of the federal government and granting of funds.

A high-rise building of 60 or 120 units is being considered for the city. A site west of Franklin Square Park, between Beacon Avenue and Cook Street, has been selected by the authority.

Cost of the project is expected to be about \$15,000 per unit.

New School

The housing authority is involved in a waiting game at this time to see what action will be taken by the federal agencies handling funds for the low rental development projects.

Plans for a new elementary school took shape late in 1967 as the board of education was

faced with a two-fold expansion program brought about by an increased student enrollment.

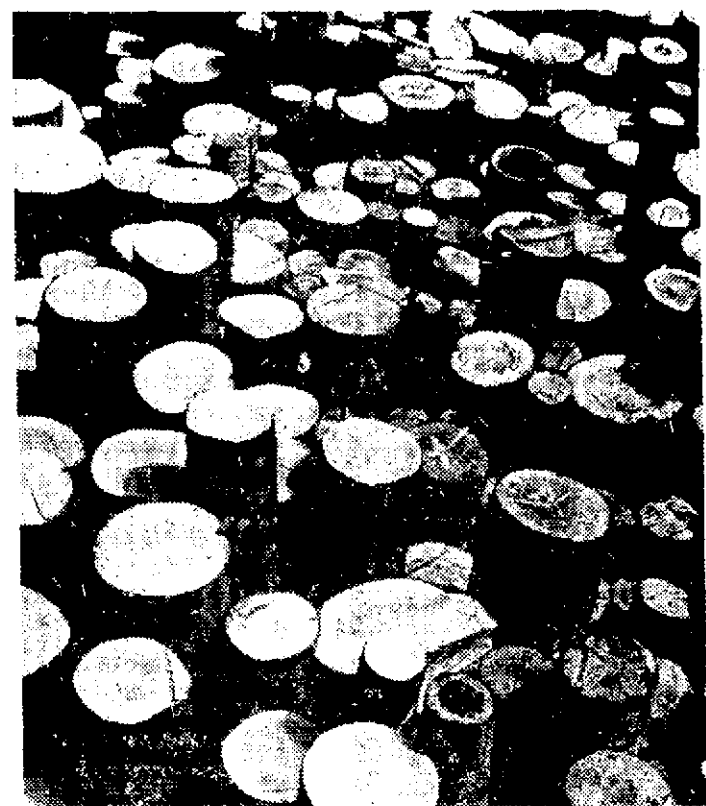
The board was faced with expanding the Readfield Elementary School and the closing of the McKinley School almost simultaneously.

Instead of undertaking two building programs the board investigated the possibility of a single construction program within New London.

A referendum vote on short term borrowing for construction of a \$450,000 building to accommodate 400 to 500 students will be held April 2.

Through advance planning the board has raised about \$220,000 with a one mill (\$1 per \$1,000 equalized valuation) sinking fund tax and will require the borrowing of only about \$230,000 on a five-year loan from local lending institutions.

Board officials feel that the \$1 per \$1,000 rate could be maintained to pay off the construction costs and that construction would have no additional effect on the tax rate.



A Mob of People who have lost their heads? Not really. But with the population explosion we could envision people packed as tightly as this. Actually, it's just a pile of pulp logs at a local paper mill which our photographer decided to stand on end with his camera.



The Unique Brillion Cooperative Vocational School has received state-wide recognition. The school works with area high schools and is supported by area industries. (Coenen Photo)

Plats Approved  
Warehouse Paces  
Village Building

COMBINED LOCKS — Warehousing dominated the new construction picture in the village during 1967 as three \$100,000 warehouse storage buildings were built.

In addition, work continued on a major addition to Combined Paper Mills Inc. where a \$600,000 building is being erected to house a new paper machine.

A third major construction project in the village was a new substation built by the Kaukauna Electric and Water Utility. These major construction projects enable the village to maintain a lower residential tax rate to help meet the demands for increased services.

Lots Platted

Growth of the community continued with the platting of 66 lots and opening of two new streets, Bonnie Lane and Gerilynn Court, adjacent to the Wallace Plat. Purchase of a 200 by 200 foot neighborhood park site in the Wallace Plat, to be known as Jaycee Park, was completed and plans made for development of the area.

Water lines were extended on Buchanan Street to provide a circulating water system in the village and eliminate dead ends. Work continued on the Combined Paper Mills Inc. bulkhead project at the Fox

River where dead water area is being filled to provide room for additional wood storage for the firm.

A \$24,000 improvement project was completed on Park Street which was widened and surfaced. New mercury vapor street lights were added in some residential areas as part of a continuing improvement program.

Word was received from the federal government, late in the year, that a new post office building had been approved for the community and a site selected. The Post Office Department is currently seeking proposals for the building of a new structure which is to be leased from the owner.

Despite growth of the community in the past 10 years, the post office has been located in a private home, operating from one small room. Some zoning changes were made by the village board to expand the industrial and commercial areas of the village, a long range plan for orderly development of the community.

Youth Center

Early in the year, voters gave endorsement to a Youth Center, proposed by the Jaycees, by voting 378 to 116 to have the village furnish land, sewer, water and sidewalks

\$1 Million Given  
To Charity in '67

Fox Cities industries and businesses donated in excess of \$1 million to charities in this area during 1967, according to information supplied The Post-Crescent by firms participating in the annual business survey.

This amount was approximately \$70,000 more than in 1966.

for the building when the Jaycees are ready to start construction.

Plans were announced by St. Paul Catholic Church to construct an educational complex for the parish early in 1968 with land acquired and an architect selected. The complex will be used for both children and adult parish programs.

Two major equipment purchases were made during the year including a new dump truck and sewer rodder. Plans were made to add a second man to the village police force early in 1968, again reflecting the growth of the community and need for additional services.



EVERY DAY

... more than 43,000 Fox Valley residents step up to one of our vending machines, deposit their money, and purchase a cup of coffee, a sandwich, a pack of cigarettes, or other food or beverage.

We appreciate this CONFIDENCE!

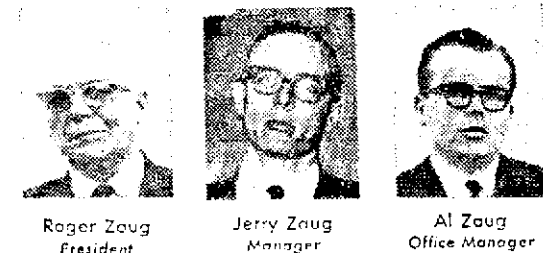
To provide quality service and products requires modern facilities and capable personnel. We feel we have both.

Meet the people that do everything possible to provide you with the very best in food services:

ZAUG'S

COMPLETE VENDING/CATERING/FOOD SERVICE

4100 W. Wisconsin Avenue  
Appleton, Wisconsin  
1(414)-734-9881



Roger Zaugg  
President



Jerry Zaugg  
Manager



Al Zaugg  
Office Manager



Pearl Fraser  
Office



Joyce Lawrence  
Office



Phyllis Malak  
Office



Grace Huybers  
Office



Fred DeWitt  
Bldg. Maint.



Chuck Monroe  
Quality Control Supr.



Adeline M. Gallen  
Vending Hostess



Valborg Lammert  
Vending Hostess



Eleanor Hauke  
Vending Hostess



Dick Salasman  
Maint. Supr.



Lee Anthony  
Maint. & Sales



Dale Wierschke  
Maintenance



Gerald Riehl  
Maintenance



Norb Popp  
Pt. Service Supr.



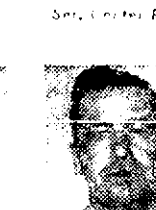
Dick Weiler  
Routeman



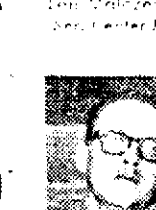
Larry Shuske  
Supr. Center Rep.



Larry Shuske  
Supr. Center Rep.



Larry Shuske  
Supr. Center Rep.



Larry Shuske  
Supr. Center Rep.



Larry Shuske  
Supr. Center Rep.

WHEREVER PAPERMAKING ACTION IS

You'll probably find Wisconsin Wire Works. That's why we've expanded our facilities to be right in the thick of things. Our three new plants in Appleton, Wis., Greenville, S.C., and Vancouver, Wash. are geared to give fast, superior fourdrinier wire service. We like to be where the action is. WE LIKE BEING IN YOUR COMMUNITY.



Wisconsin Wire Works  
APPLETON, WISCONSIN - VANCOUVER, WASHINGTON - GREENVILLE, SOUTH CAROLINA



Orr Penkaski  
Food Service Mgr.



Freda Hutchison  
Community Supr.



Marjani Schroeder  
Food Preparation



Dorothy Hesse  
Food Preparation



Elizabeth Sengstock  
Food Preparation



Doris Mae Schiebe  
Food Preparation



Eldora Marquardt  
Food Preparation



Helen Weiland  
Food Preparation



Martha Witte  
Food Preparation



Jennie Bobb  
Catering Supr.



Marilyn Keddell  
Catering Hostess



Betty Taylor  
Catering Hostess



Delores Eskofski  
Catering Hostess



Viola Bayer  
Catering Hostess



Dorothy Mays  
Skt. Catering Hostess



Jackie Spilski  
Catering Hostess



Tom Golden  
Routeman



Lavern Warriner  
Routeman



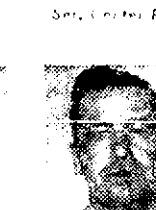
Tom Housman  
Routeman



Herb Housman  
Routeman



Tom Walczewski  
Supr. Center Rep.



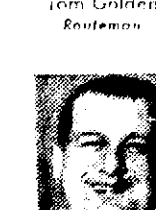
Arthur Borko  
Supr. Center Rep.



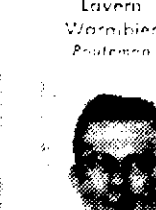
LeRoy Van Der  
Routeman



Dave Geller  
Routeman



Dan Weaver  
Routeman



Larry Shuske  
Routeman



Dick Rademacher  
Routeman



Larry Shuske  
Routeman



Larry Shuske  
Supr. Center Rep.



Jerry Edwards  
Gen. Service Rep.



# Set Passenger, Freight Records 62 Per Cent Growth Shown By Air Wisconsin in 1967

A tremendous 62 per cent growth in passenger traffic was recorded last year by Air Wisconsin in its second full year of operation from the Outagamie County Airport.

The Appleton-based commuter airline carried a total of 34,150 passengers between Appleton and Chicago, 17,645 southbound and 16,505 northbound. This compares with 21,140 carried in 1966.

An even bigger growth was noted in air freight where 195,305 pounds were carried. A regular schedule of air freight was started mid-year in 1966 when a total of 47,024 pounds were carried.

Last year marked the advent of all-prop-jet service when the second "Otter" was put into service in late May. The nine-passenger Doves were retained for stand-by use until September when they were sold.

Even greater growth is predicted for 1968 with expansion of service to include Wausau, Milwaukee and Kankakee, Ill. A 15-passenger piston-engine Beechcraft was leased to serve the new routes until delivery is made on two more 17-passenger prop-jet planes later this year.

The largest single passenger month during 1967 was October when 3,448 passengers traveled Air Wisconsin between Appleton and Chicago, 1,740 southbound and 1,708 northbound. October also was the biggest month in 1966 with 2,221 passengers.

Air freight poundage took a big jump when the larger Otter aircraft were put into exclusive use with November being the peak month with 27,853 pounds.

Despite not having instrument landing equipment or a control tower at the Outagamie County field, Air Wisconsin was able to complete 95 per cent of its 4,750 scheduled flights. There were 251 flights cancelled, 66 of them in January, because of weather conditions and five flights were cancelled because of equipment problems.

## Increase Capacity \$5 Million IPC Program Started

New construction, part of a \$5 million development program, was undertaken at the Institute of Paper Chemistry in 1967, and more is anticipated in 1968 and subsequent years.

The new construction will help implement two aims, among others, of the development program. One is expansion of the numerical size of the student body by one third, from the present 75 to an anticipated 100. The other is expansion of the Institute's Continuing Education Program in which the Institute provides refresher courses, technical conferences and seminars for scientists already in industry and for college teachers of science.

Construction started in 1967 consists of the Krannert Graduate Research Center. Anticipated construction includes a new Continuing Education Center and additional on-campus student housing.

The Krannert Graduate Research Center, on which construction was started last summer, will provide 32,000 square feet of space for 46 graduate students in which to conduct research in the doctoral candidacy program. The facilities will consist of laboratories, conference and seminar rooms, and student carrels. The center will also house faculty offices and an auditorium seating 360. It is being built just west of the present Institute buildings fronting on E. South River Street.

Architects' plans for a new Continuing Education Center are almost complete and construction is planned to start during 1968. It will be built on the corner of East South River Street and West Avenue, just across West Avenue from the Krannert Graduate Research Center. Completion of the 17,000 square foot structure will enable the Institute to place its continuing education activities on a year-round schedule. Need to use student housing facilities for the program's activities has previously limited the program to the summer months when students, other than those in the doctoral program, are not at the Institute.

The center will provide large and small seminar rooms, a lounge area, kitchen and dining facilities, and private rooms for up to 28 participants in any of the various continuing education programs.

The planned increase in student enrollment will require additional student housing at the Institute. Six additional structures are planned. Their design provides flexibility in the assignment of space both to married and single students.

The auditorium in the Krannert Graduate Research Center will replace the present Institute auditorium, which is no longer adequate, and a new computer center will be built in the space occupied by the present auditorium. A third generation computer will be installed along with related equipment. The new computer equipment will provide Institute staff members and students with much more sophisticated and effective research tools than is provided by the present computer system, and will greatly expand and enhance the processing, retrieval, and utilization of scientific information.



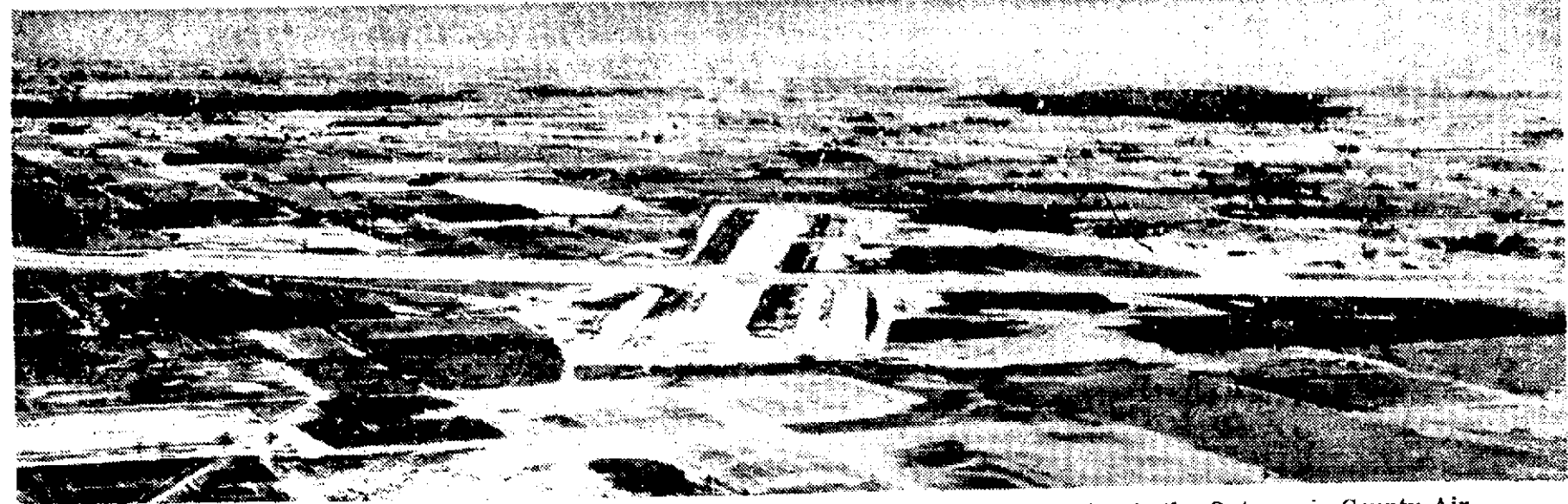
### STILL GROWING

To keep pace with the growing demands of the sophisticated and business-minded farmers in American agriculture, Badger Northland continues to expand its production and plant facilities. Through the years, the growth of Badger Northland has meant more job opportunities and steady employment for Fox Cities workers. In the past 5 years, Badger has more than doubled its sales, production, and payroll. We are proud to be a part of the growing vitality of the Fox Cities area. We are proud of the role that our products have played in making American farms the most productive, most efficient, in the world. We are prouder still, of the people at Badger, who have made our growth possible.



**BADGER NORTHLAND, INC.**  
A Subsidiary of Massey-Ferguson  
Kaukauna, Wis.

*"A Good Place to Work"*



## Expansion Approved Airport Progresses Into Aviation's Jet-Age Despite Controversies

Controversy, Turmoil and progress.

The three terms have almost been synonymous with the Outagamie County Airport for nearly a decade and 1967 was no different as controversy and turmoil swirled around expansion of the facility and the airport manager's job while progress was made into the jet-age of aviation.

Events which took place, not necessarily in order, included completion of the new northeast-southwest runway, replacement of Max Sagunsky as airport manager by Charles Olson, sale of the old airport property to the City of Appleton, agreement to further expand the new airport and success in getting a major industry to base its aircraft at the field.

The new runway, opened in November, gives the airport two 5,200 foot runways and, by the end of 1968, the northeast-southwest runway will be lengthened to 7,000 feet to accommodate large jet aircraft. Federal funds totaling \$143,000 were approved for a 1,300 foot extension of the runway and the county decided to go-ahead on its own to add another 500 feet.

Agreement to sell the 153-acre old airport site on Ballard Road to the City of Appleton for \$2,700 per acre came in October after months of debate by the county board and efforts to further postpone action. The city is paying for the property as it sells off parcels for industrial development. The money is going toward further development of the new airport.

Much of the land has already either been sold or is under option.

### New Equipment

Also before the year ended, the county board agreed to install an instrument landing system (ILS) on the runway at the county's expense to make the airport an all-weather facility. That project is expected to start this year.

Much of the work was approved in conjunction with the announcement that Kim-

berly-Clark Corporation would move its four executive aircraft, two jets, a prop-jet and a piston engine plane, from Winnebago County to Outagamie County in January, 1968.

### Ariens A Cut Above The Rest

Remember, you get what you pay for - and with Ariens you get a lot. Look 'em over and you'll agree, Ariens is A CUT ABOVE THE REST.

**THE PERFORMER**  
Designed to keep pace in the family and the neighborhood. Quiet as a church mouse. Front wheel drive. Cuts 21" wide.

**DELUXE 5 FAIRWAY**  
For the average man with a medium size lot. Spring mounted seat with back rest. Mows down 25" across. 5 H.P.

**EMPEROR DELUXE VII**  
All the features you would ever want. Flex-H-Float mower pan action prevents scalping. Turf-Tires. Fenders. 26" or 30" cutting width. 7 H.P.

**DELUXE 100 TILLER**  
For good size gardens and small plots. Fresh grip controls. Forward and reverse. Cuts up to 27" deep and 24" wide (36" with 54" H.P.).

Safe, Steady, Dependable, Reputable, Versatile, Rugged, Agile, Maneuverable, Controllable, and Enjoyable. Powerful, Too.

All Ariens mowers meet or exceed the American Standards Association safety requirements.

## ARIENS COMPANY

655 W. RYAN STREET  
BRILLION, WISCONSIN 54110



# Concrete pipe

## Incredibly Strong . . . Nearly Indestructible . . .

The first concrete pipe was installed in Appleton in 1885 and is still in use today. The concrete pipe back then was produced by the hand tamped method. None of the quality control we know today was used.

If concrete pipe, manufactured in 1885 by these crude methods is still serving the public's convenience, then how long will the quality concrete pipe of today last?

### MANUFACTURERS OF QUALITY:

- P.O.S-I-TITE (Rubber Gasket Pipe)
- Storm Sewers and Culvert Pipe
- Precast Manholes Sections & Tops
- Fittings and Specials

## CONCRETE PIPE CORPORATION

*"Proud Specialists in Concrete Pipe"*

P.O. Box 595 - Appleton, Wisconsin - Phone 739-6868

Since 1935



# Fox Valley Industrial Scene Impressive

BY PALMER B. McCONNELL

Administrator, Division of Economic Development

MADISON — Viewed from close up, the Fox River Valley's industrial scene is impressive.

What I am learning now is that viewed from Madison, from a little different perspective, the Fox Valley is even more impressive.

In other words, you have to get out of Neenah and down to Madison, where they have collected all the facts and figures, to understand how important your home region really is.

While not a native of the valley—I grew up in south-western Wisconsin—I feel that I truly "belong" there, having graduated from Lawrence University, having spent almost 40 years in the paper industry there, and having rooted for the Green Bay Packers regularly since 1924.

Until my appointment last fall as administrator of the state's Division of Economic Development, however, I had not fully realized to what extent the Fox Valley, as a region, scores on the state's tally sheets of economic and industrial progress.

## Population Growth

For one thing, look at the way the population is growing, and is going to grow.

Taking the five counties of the Fox Valley—Outagamie, Winnebago, Brown, Calumet, and Fond du Lac—we saw them gain 20.8 per cent in population between the censuses of 1950 and 1960, a period when the state itself grew by 15.1 per cent.

The rate of population growth, of course, is a pretty good measure of the vitality of an economy: good business means more jobs, more building, more people.

In view of this situation, it is especially interesting to note what took place after the 1960 census. Estimated population of the five counties in 1965 was up 7.9, compared with a gain of 5.1 for the state as a whole.

Looking ahead to 1980, some of the experts here believe that the counties will have a population then of 548,300, an increase of 26.9 per cent over 1960. The state's population, meanwhile, will have gone up by 16.8 per cent.

## Former Neenah Resident

Palmer B. McConnell of Neenah was named six months ago by Gov. Warren P. Knowles as the director of the state division of economic development.

A retired marketing executive of the American Can Company, he is a graduate of Lawrence University and was employed by American Can for 40 years.

tion, meanwhile, will have gone up by 16.8 per cent.

## Capital Investment

Capital investment is one of the prime ingredients in an expanding economy. Here again, the Fox Valley is most impressive. In 1963, the last year for which figures are available, manufacturers in the five counties invested nearly 60 million dollars in new plants and equipment. This accounted for 21.2 per cent of capital investment that year for the entire state. We know that the pace in both the state and the Fox Valley has accelerated since then.

A big factor in the heavy capital outlays of the valley is, of course, the paper mills. The nature of the pulp and paper industry is such that each worker must be backed up by a heavy investment in plant and machinery. This, in turn, explains much about the so-

cial and economic life of the valley, its stability, wages paid, high proportion of home ownership, good public services, families with roots.

Speaking of jobs, manufacturing employment in the five counties rose 16.8 per cent between 1962 and 1967, compared with a gain of 14.7 per cent for the state as a whole.

## The Future

It must be remembered that the state was making rapid advances during this period, so to outdo the average was quite an accomplishment.

As to what the future holds, for 1968 and beyond, there is only one honest answer: I don't know. Neither do the experts. The troubled national and international situations make prognostications even more risky than usual.

Judged strictly on the record of past performance, one is bound to think that the Fox Valley economy is going to do well in the future, for so many of the elements of success are already there. It is far from being a one industry region: growth of machinery and metalworking industries has been most impressive, also, as has the expansion of processors and manufacturers associated with food products and agriculture.

To insure continued strength and growth of the economy, I believe that every effort should be made to encourage still further diversification, particularly in the newer technologies.

I hope that the new University of Wisconsin campus at Green Bay will have strong scientific departments to support such new industry. The university will add further to the already strong higher educational structure of the valley.

## Job Outlook

While looking, rightly, toward space and

21st Century technology, I believe that our industrial development people will do well not to overlook some of the less glamorous industries, which still serve important needs and provide employment.

Specifically, in many communities in the region employment opportunities for women are rather limited. I would like to see location of more of the electronics and other kinds of industry that employ a high pro-

nounced during 1967. It tells as well as anything the diverse nature of manufacturing in the valley.

## New Additions

Calumet County: Ariens Co., 12,000 square foot addition; Chilton Metal Products, Inc., 37,000 square foot addition.

Fond du Lac County: Giddings & Lewis Machine Tool Co., 39,230 square foot addition; Green Giant Co., 9,424 square foot addition; Kiekhaefer Corp., addition; Wright Bros Paper Box Co., new plant; J. E. Burke Co., addition; Mammoth Spring Canning Co., addition.

Outagamie County: Thulmany Pulp & Paper Co., 16,300 square foot addition; Riverside Paper Corp., 118,450 square foot addition; Wisconsin Wire Works, 50,000 square foot, new plant; Kurz & Root Co., 80,000 square foot addition; Paxon Corp., \$250,000, new plant; Appleton Mills, 50,000 square foot, new plant; Combined Paper Mills, Inc., \$1,250,000 addition; Kimberly-Clark Corp., addition; Appleton Wire Works Corp., 6,000 square foot addition.

Winnebago County: Wisconsin Container Corp., 25,000 square foot addition; PCS Sales, Inc., 20,000 square foot, new industry; Vinland Corp., 10,360 square foot addition; Pine Thrig Mach Co., 34,000 square foot, new plant; Medalist Industries, 10,000 square foot addition; Edgewater Paper Co., 2,500 square foot addition; Graphic Composition, Inc., 5,100 square foot addition; Interchemical Printing, Inc., 19,000 square foot addition; Marlin, Inc., 2,400 square foot, new plant; Menasha Corp., 27,000 square foot, new plant; Modern Mfg Co., 5,000 square foot addition; Pluswood Industries, Inc., 29,760 square foot addition.



Palmer McConnell

portion of female workers. This would tend to round out the economy, providing a supplementary source of income in some homes and a worthwhile occupation for women whose children are grown and have time on their hands.

We are optimistic that 1968 will see greater gains in industrial development, not only in the Fox Valley, but throughout the state as well.

Following is a regional list of manufacturing plant expansions and additions an-

## Kaukauna Utilities Faced Major Expansion in 1967

KAUKAUNA — To keep pace with increasing demands for service, the Kaukauna Electric and Water Utility undertook several major programs, some with long-range ramifications, during 1967.

Major item was the purchase of a gas turbine plant which, with associated equipment and construction costs, is a \$1,750,000 project. The plant will provide additional generating power to complement the hydro-electric and diesel generating plants.

## Seek Approval

Not only will the gas turbine plant be utilized to provide additional power to customers of the utility, it will also serve as a power source when the interconnection with the Me-

nasha utility is realized.

A new sub-station, costing about \$400,000, was built at Combined Locks and power lines run across the Fox River to towers erected on opposite shores to connect with the sub-station.

This was designed to meet the expanding residential growth and increased power demands of the community. Work was also completed on the Ann and Hendricks Streets sub-station at Kaukauna to provide for residential growth in the southern part of the city and an order was placed for a sub-station for Little Chute.

Construction on this will begin this spring with delivery scheduled late this year. It will be located west of Bu-

chanan Street along County Trunk OO and will meet future demands for power in this area.

## Bond Issue

Improvements were also made at the Badger Hydro-plant where new supporting head gates were installed, new river gates, steel work was rebuilt and reconstruction in general was carried out within the plant.

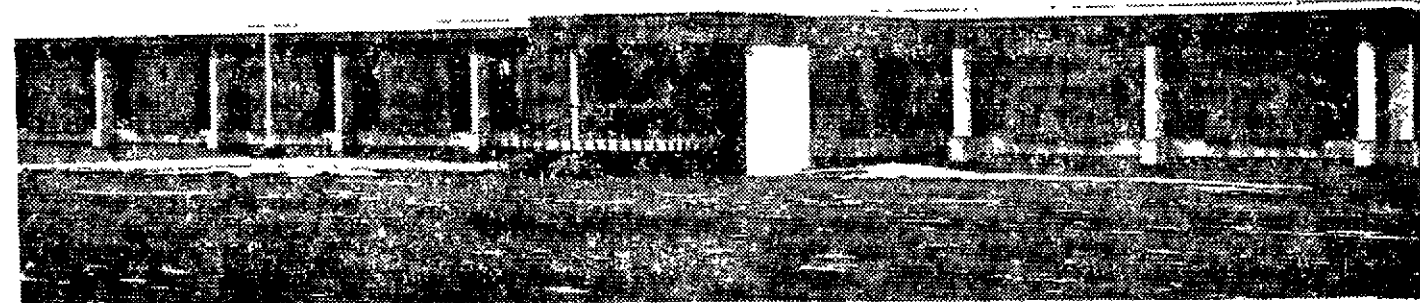
Norbert Rhinerson, utility manager, reported almost normal water flow during the year, sufficient to provide a satisfactory power generating capacity.

Also during 1967, a \$375,000 bond issue was floated for the water department. This made

possible the repayment to the electric department of money borrowed for improvements in the water department.

Approximately \$141,000 was spent during the year improving the Schultheis Street water pump station which included general renovation of the station, installation of pumping equipment, automatic controls and other improvements designed to provide better water service.

The Utility undertook remodeling of the city clerk's office in city hall, a building owned by the Utility, as the first step in a long-range plan for complete improvement and modernization of the building. Cost of the project was estimated at about \$20,000.



New Headquarters for Menasha Corporation's nationwide operations were completed and occupied during 1967. The new office building, built at a cost of some \$430,000, is located in the Town of

Neenah along U.S. 41. It replaces the 1885-vintage building that had housed the firm's offices since the Menasha Woodenware Co. began in Menasha before the turn of the century. (Post-Crescent Photo)

Another  
big step  
in our continuing expansion  
and modernization  
program

The addition of #14 Paper Machine, now on order, will complete our current expansion and modernization program.

Our continued growth is evidence that we have confidence in our people, in our community, and in our future. The tremendous investment in our mills at Kaukauna attests to the fact that "We like it here".

**Thilmany**  
PULP & PAPER COMPANY

KAUKAUNA • WISCONSIN 54130

WITH SALES OFFICES IN

NEW YORK • CHICAGO • PHILADELPHIA  
CLEVELAND • CINCINNATI • KANSAS CITY



## 250th Ph.D. Degree Awarded

## IPC Completing 35th Year Serving the Paper Industry

BY ARNOLD GRUMMER

Of the Institute of Paper Chemistry

Signs of a \$5 million development program, announced early in the year, began to appear on the campus of The Institute of Paper Chemistry before the end of 1967. Construction activity had raised much of the exterior walls of a new 32,000 square foot building. Other activity, not as visible, included completion of architect's plans for another building. The development program will lead to increased educational and research activity at the graduate school founded in Appleton in 1929.

Completing its 35th school year in June, the Institute awarded 33 advanced degrees. Seventeen students were awarded the Master of Science degree after successful completion of the first two years of graduate study, and 16 completed the four-year program leading to the Ph. D. degree. The Ph. D. graduating class bore two distinctions: it was the largest group of Ph. D. graduates in a single year in the Institute's history, and it contained the recipient of the 250th Ph. D. degree awarded by the Institute.

The incoming class of the Institute in September also bore a distinction: it contained the first woman student ever to enter the Institute. She was Mrs. Anna M. Schmierer, a 1963 Bates College graduate who had experience in industrial research. Her husband is an officer with the armed services in Vietnam.

## Smaller Class

The 1967 incoming class was somewhat smaller than usual. This coupled with the fact that several advanced students completed requirements for their Ph. D. degree and left for employment before the end of the year, resulted in a student body numbering only 69 in December. The faculty during the year increased to 48.

Two major national awards were received, one posthumously, by members during the year. Both were from the national organization, the Technical Association of the Pulp and Paper Industry (TAPPI), which is often described as the world's largest technical association.

Dr. J. A. Van den Akker received the first Research and Development Award to be given by Tappi, and the late Dr. William L. Ingmanson was posthumously given the second TAPPI Engineering Award.

Two well-known scientists from abroad started a year's work at the Institute as visiting scientists during 1967. Dr. Karl Erik Almin and Dr. F. Lyth Hudson came under visiting scientist programs. They will conduct research and be involved in educational activities. Dr. Almin is head of the Paper Research Section at the Swedish Forest Products Research Laboratory of Sweden and Associate Professor of Chemistry at the Royal Institute of Technology in Stockholm. Dr. Hudson is a member of the Department of Polymer and Fiber Science at the University of Manchester Institute of Science and Technology, Manchester, England.

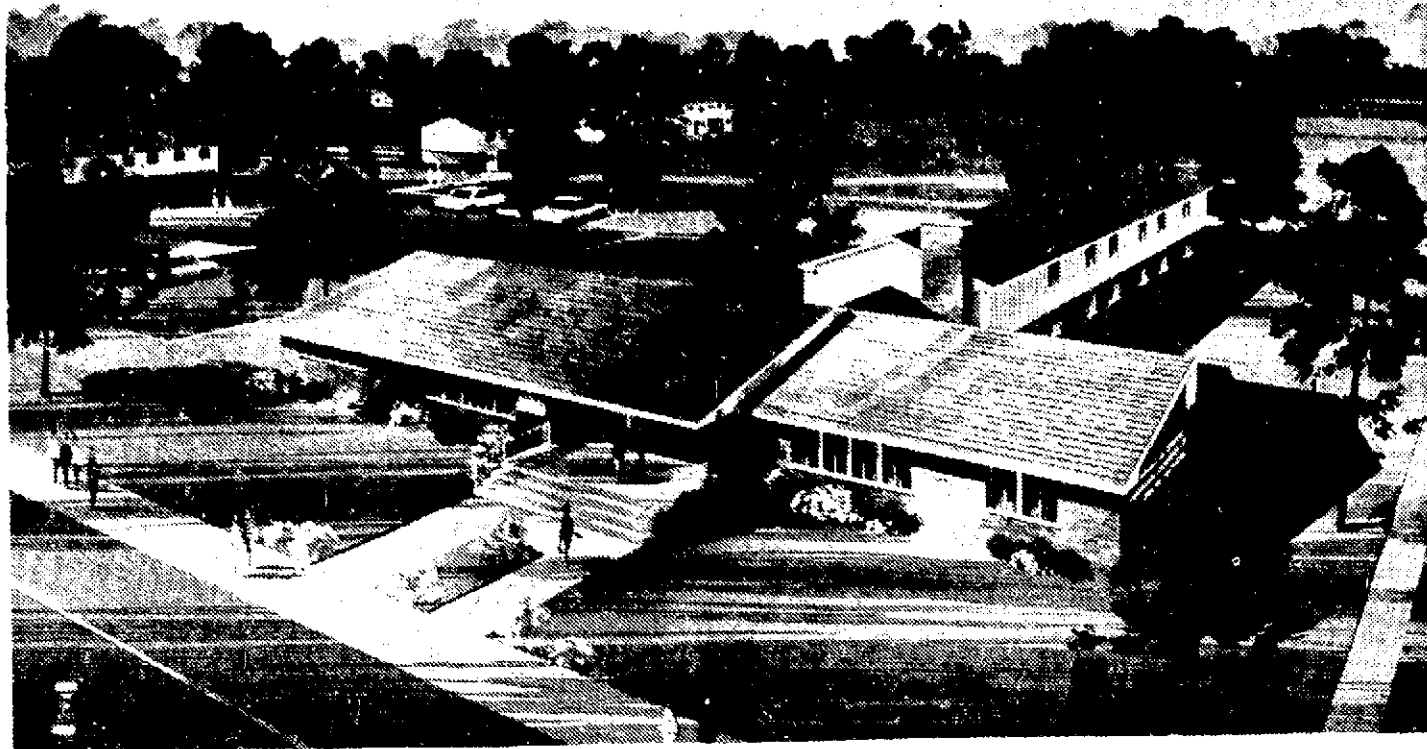
Research is considered by the Institute to be a vital part of graduate education. It serves to keep the Institute highly qualified in the scientific area in which teaching is done; it helps to keep the Institute at the forefront of scientific knowledge with which it is concerned; it attracts highly qualified staff members and students; and it provides an opportunity for service to pulp and paper companies and is a source of income. For these reasons, the Institute has, since 1929, conducted scientific studies in the areas of science related to pulp and paper, the raw materials, manufacturing and converting processes.

## Projects

Approximately 135 research projects were in progress daily in the laboratories during 1967. Total projects handled for individual companies, groups of companies, organizations and associations, and government, including those started, completed, and in progress at the end of the year, number approximately 380 for 1967.

Quite a number of projects are supported jointly by groups of companies. In 1967, several group projects were started or extended.

"Pulp Behavior — Fiber



This is an Artist's rendering of the new Continuing Education Center planned by the Institute of Paper Chemistry. Construction is expected to start this year. It will be built across West Avenue

Properties and Sheet Structure" a group project supported by 30 companies was started with a budget of \$280,000 for three years.

"A Fundamental Study of the Coating of Paper and Paperboard," a group project jointly supported by 21 member companies was started, as was "Chemical Utilization of Southern Pine Barks," a group project supported by fifteen companies. Other group projects continued from previous years.

From its collection of rare chemicals developed by the Lignin Chemistry Group through 25 years of continuous research, the Institute made available to the Government samples of more than 600 rare, documented chemicals which the Government will screen for anti-malarial activity.

## Collection Center

As well as serving the staff and students, the Institute library serves internationally as a central collection and dissemination center of scientific and technical information on, or related to, pulp and paper. Regular acquisitions come from over 30 countries and the library's regular pub-

lications go to over 40 countries. About 24 languages are handled in the regular materials.

The library's translation pool and other available English translations of foreign language articles, grew to more than 2,100 items in 1967. Institute member companies can share the cost of translations through the pool. Non-member companies also can realize savings through its operation.

## Author Books

Progress towards full development of the Keyword Supplement was made by library personnel. Before work on a research project begins, researchers must know what has been published about the problem previously. This requires searching of the entire body of related scientific literature. Manually, this takes an immense amount of time.

In 1967, 34 technical articles by Institute staff members were published in scientific and technical journals in the U.S. and foreign countries. The Editorial Department, under Editor Jack Weiner, published 12 bibliographies on a variety of subjects.

Three staff members were authors of books. Methods of

Wood Chemistry, by Dr. B. L. Browning, has been published by Interscience Publishers, New York. Pulp and Paper Microscopy, by Dr. I. H. Isenberg, was published in Appleton by The Institute of Paper Chemistry, and The Chemistry of Lignin, by Dr. J. A. Pearl, has been published by Marcel Dekker, Inc., New York.

John Green is the author of the chapter on glycofuranosides in the book Advances in Carbohydrate Chemistry published by the Academic Press, New York and London.

An IBM Selectric Composer (MTST) is among new equipment and scientific instruments acquired or ordered for the Institute's laboratories last year. The Composer will facilitate reduction of the time lag between acquisition of scientific literature by the library and reporting of it in the monthly publication, the Abstract Bulletin. A part of the system, two IBM Magnetic Tape Selectric typewriters

with tape stations, was already in use early in the year.

## Fourdrinier

A new large scale preparative gas chromatograph was acquired, making it possible for the Institute to fractionate on a preparative basis essentially all possible mixtures obtained from by-product operations of the pulp and paper industry. It was acquired specifically for processing phenolic components. Phenolic compounds comprise major fractions of wood-derived products.

A major acquisition for the year was a second experimental paper machine. The 30-foot long Fourdrinier type machine was modified by the Institute staff for study of specific steps in the papermaking process. It adds versatility in the choice of equipment for research involving production of a continuous web of paper, complementing a number of experimental paper machine,

the Continuous Web Former, designed by the Institute staff and constructed in the laboratories several years ago.

A Beckman liquid scintillation counter was also acquired in 1967. It makes possible more extensive work in the field of bioenergetics. The instrument measures radioactivity by counting light flashes emitted from radiation-sensitive fluors present in bottles of sample liquids presented to the device for examination. Tracer work is one of its primary uses.

## Grants

A gift of \$1 million, the largest ever given to the Institute, was received in 1967. Given by the Inland Container Corporation Foundation, Inc., its purpose was financing of the new Krannert Graduate Research Center now under construction. The gift is part of the Institute's current \$5 million development program. Herman C. Krannert, after whom the new building is named, is president of the benefactor foundation and chairman of the Inland Container Corporation which provides the funds of the Foundation.

A gift valued at \$600,000 was received by the Institute when it was named one of a group of colleges, hospitals, and philanthropic institutions to whom the Louis Calder Foundation of New York gave its entire stockholdings in the Kennebec River Pulp and Paper Company, Inc., plus a \$1 million note. The gift will be used at the Institute for scholarship purposes.

A three-year grant of \$119,000 was received during the year from the Louis W. and Maud Hill Family Foundation of St. Paul, Minn., to be used in support of research in forest genetics at the Institute. Specifically, the funds will provide for study of genetic improvement of quaking and bigtooth aspen by selection, hybridization, and the exploitation of polyploidy. Polyploid trees are those which have more than the normal number of sets of chromosomes per cell.

A gift of \$50,000 for scholarship endowment was given to the Institute by a member of its board of trustees, George Olsted, Jr., Chairman of the Board of S.D. Warren Company.

Additional scholarship gifts and grants were received from over 70 companies and foundations.

The Merrimac Paper Company, Inc., Lawrence, Mass., became a member company of the Institute during 1967. The president of the company is an Institute alumnus, Robert J. Van Nostrand (Ph.D. 1943).

The 500th instrument in the Institute's brightness measurement and calibration system was ordered in 1967. The system is international, with either the Standard Brightness Tester or the Automatic Color Brightness Tester as the basic instrument. The instruments can be purchased only from the Institute. The Institute provides monthly calibration services which keep the entire system around the world in calibration for commercial and research purposes.

## Industry Film

A film which captures the color, motions, materials, processes, and people of the rapidly disappearing commercial handmade paper industry was filmed on location in Taiwan (Formosa) with finishing touches of production such as editing, narrating and background music added at the Institute, during 1967. The film runs about 20 minutes and shows the ancient methods of making paper by hand, against the backdrop of modern Taiwan. Previewed first at the 1967 Executives' Conference at the Institute, the film is now available for industry and public viewing.

Dr. E. R. Laughlin attended the meeting of the International Standards Organization held in London, England, in November.

Dr. Kyle Ward Jr., went to Prague, Czechoslovakia, in August and September to attend conferences of the International Union of Pure and Applied Chemistry. He was elected chairman of the Pulp, Paper and Board Section of the International organization.



GIDDINGS &amp; LEWIS, INC.

FOND DU LAC, WISCONSIN, U.S.A. 54935

## OPERATING DIVISIONS

Giddings & Lewis Machine Tool Company  
Fond du Lac, Wisconsin 54935

Horizontal boring, drilling, milling machines • horizontal jig borer-milling machines • horizontal automatic tool change machines • horizontal and vertical milling machines • 3 and 5 axis contour milling and die sinking machines • N/C systems available for all machines • gray iron foundries in Kaukauna, Wisconsin and Menominee, Michigan.

Gisholt Machine Company  
Madison, Wisconsin 53701

N/C manual and automatic turret lathes • N/C VTL's and VBM's • automatic single spindle lathes • automatic single point threading lathes • tracer-controlled lathes • special machines • balancing, superfinishing machines • gray iron castings.

Giddings & Lewis-Bickford Machine Company  
Kaukauna, Wisconsin 54130

Vertical spindle automatic tool change machines • N/C upright boring-drilling-tapping machines • radial and upright drilling machines.

Gilman Engineering & Manufacturing Company  
Janesville, Wisconsin 53546

Automatic assembly machines and systems • transferline machines.

Giddings & Lewis Electronics Company  
Fond du Lac, Wisconsin 54935

Numerical control systems • measuring systems

Davis Tool Company  
Fond du Lac, Wisconsin 54935

Precision boring tools and related accessories

## SUBSIDIARIES:

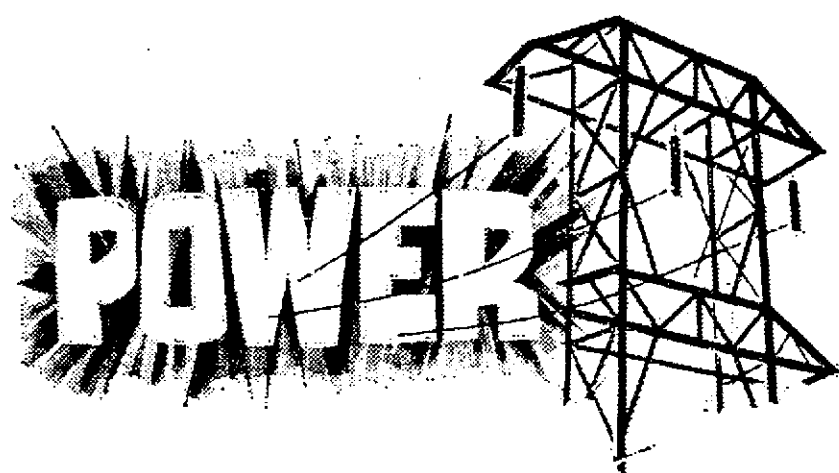
Goldberg-Emerman Corp.  
Chicago, Illinois  
Giddings & Lewis-Fraser  
Arbroath, Scotland

## AFFILIATE:

Nassovia Werkzeugmaschinenfabrik GmbH  
Langen, Germany

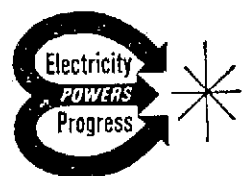
## ASSOCIATE:

Schiess Aktiengesellschaft  
Duesseldorf, Germany



For BUSINESS and INDUSTRY  
at the LOWEST COST in the Fox Cities

If your firm is moving or adding branch facilities in the future, consider the KAUKAUNA, LITTLE CHUTE or COMBINED LOCKS areas . . . the "heart" of the Fox Valley.



Call 766-4601 for information on specific areas. Ask for Norb Rhinerson, Dave Flanagan or Don Johnson. We're eager to help solve power problems for all business and industry within our service area.

City of

**KAUKAUNA**  
ELECTRIC & WATER DEPTS.



# Seek Long-Range Profits Greater Cost-Cutting Emphasis Placed in Valley Farm Operations

BY PAT DUFFEY  
Post-Crescent Farm Editor

Milk, the Wisconsin dairyman's best commodity, was the subject of long debate during 1967 and indications were it would not stop at the end of the year.

Between milk withholding actions and dumpings by members of the National Farmers Organization (NFO) and intensive discussions about milk order proposals by cheesemakers, Fox Valley farmers harvested a bumper crop.

Corn yields were off due to dry weather but that same weatherman made possible bumper hay crops. Soybean seedings also are increasing.

While the region again experienced a decline of farms, the number passing from the business was less than the state average indicating a certain financial strength to correspond with the urban industrial muscle of the Fox Cities.

## Herds Steady

Dairy herds, surprisingly, showed little effect because cattle from those farms discontinuing business were picked up by others. This, coupled with higher production per cow, kept Wisconsin's milk production slightly higher than last year while the national trend was down.

Both the Fox Valley Farm Management Association and counties like Outagamie with farm management agents indicated growing interest in record keeping and tax consultation services.

The emphasis on cutting costs and improving on long range profits continues with increasing use of dairy herd improvement records.

Both Guernsey and Holstein breed organizations, the principal ones in the region although others are represented in smaller numbers, reported growing numbers of registered purebred cattle.

The formation of vocational districts in the state shows promise of a strong agricultural education program for the young farmers in the Fox Valley. As part of the new regional emphasis the Appleton Young Farmers Club

changed its name to the Fox Valley Farmers Club and looked toward expanding its membership beyond the Fox Cities' neighboring farm area.

## Regional Efforts

Many of the former full-time farmers found urban jobs and retaining a specialized farm enterprise back home to help provide extra income. In most instances it was a cash crop.

There were other efforts on a regional level to tighten and improve the farm ranks. The Northeastern Wisconsin Sheep Breeders Association concentrates its efforts on Outagamie, Brown and Calumet County.

There is no regional beef organization in the immediate area but specialty feeding operations nearby showed some of the potential awaiting those who could afford the investment.

Mergers are beginning to

appear with the smaller farm organizations as they move to better serve remaining members. Calumet and Manitowoc Guernsey breeders, for instance, joined forces. The Outagamie association contains dairymen from Brown, Oconto and Shawano counties as well.

Dwindling membership also prompted a merger of swine breeders into a northeastern grouping promoted by County Agents Orrin Meyer of Calumet and Paul Wolske of Kewaunee.

Outagamie, however, continues to operate a separate organization and its members offer the principal backing for the Northeastern Wisconsin Swine Testing Station near Hortonville and its affiliated regional association.

The emphasis on agriculture in 1967 through the Fox Valley appeared to be moving toward specializing with modern innovations to cut expensive labor costs.

## Fewer Farms, Farmers But Production Increases

Post-Crescent Madison Bureau

MADISON — The agricultural community of Wisconsin is producing more food and fibre than at any time since the pioneers carved their

ductivity, moreover, in spite of a sharp and steady shrinkage in the number of farms, farmers and farm acres in production.

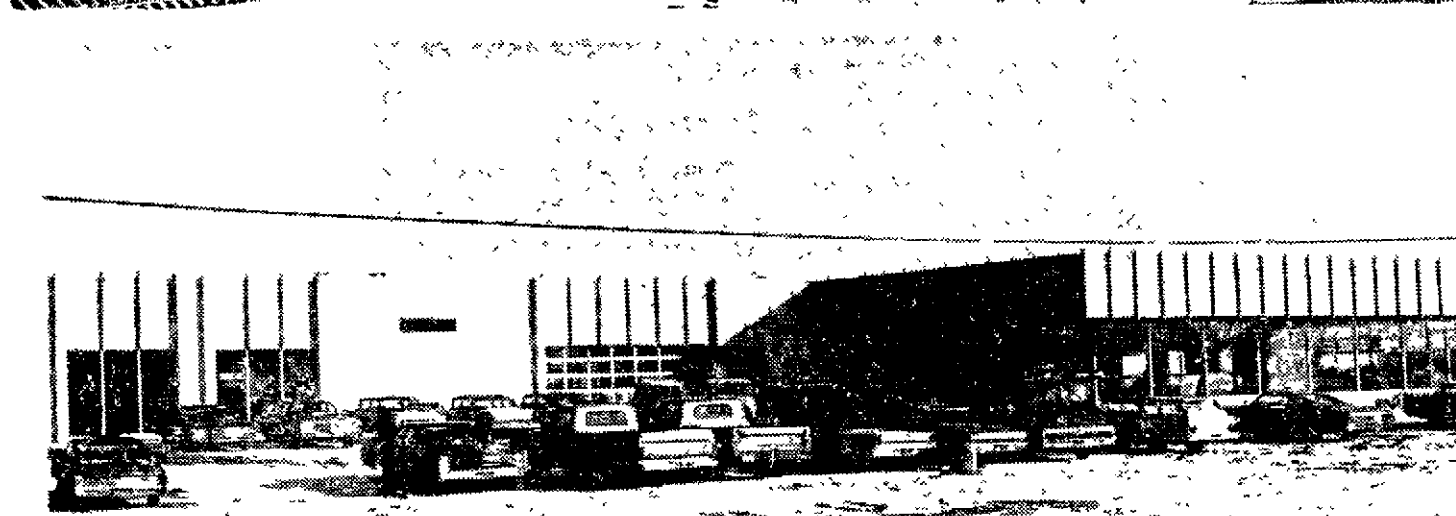
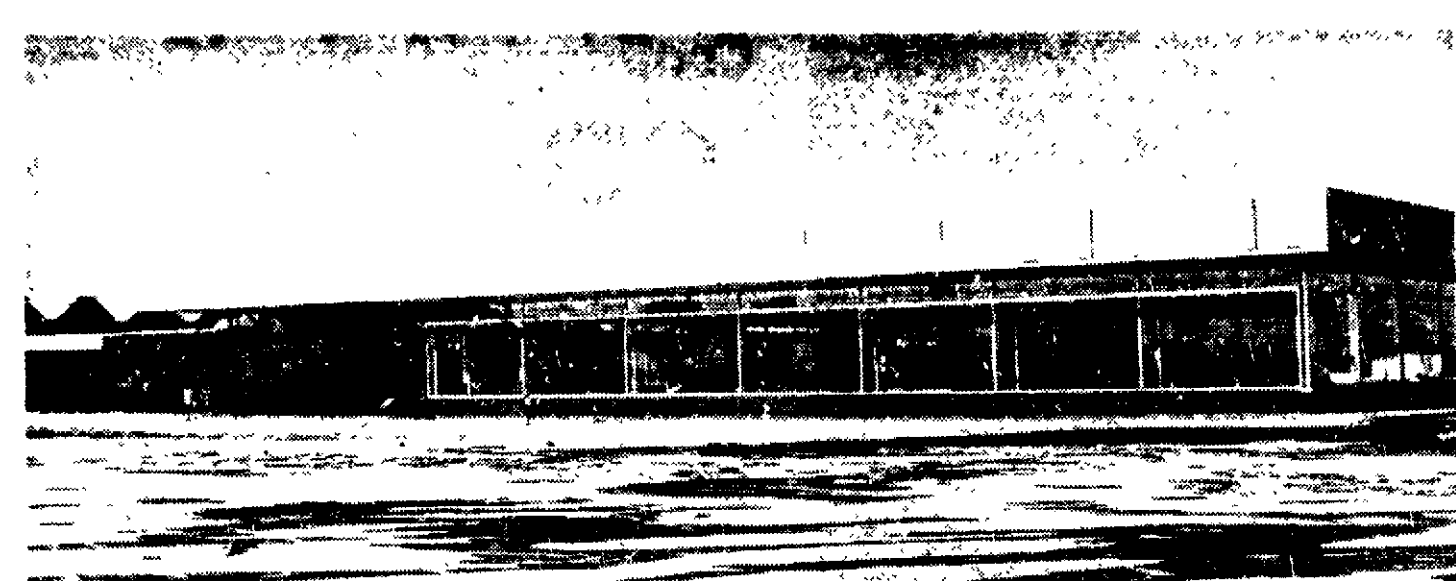
The latest estimate of the number of Wisconsin operating farms, says H. M. Walters, chief agricultural statistician for the state and federal departments of agriculture in Wisconsin, is 116,000.

That contrasts with 145,000 farm units 10 years earlier, and about 200,000 about three decades ago.

## Size Increases

A part of the decline in numbers is accounted for by a gradual increase in the size of the typical farm unit, reflecting the increasing mechanization of planting and cultivation and harvesting processes, and the need to expand the size of production units to make such new capital investments feasible.

This year the average size of Wisconsin farms is put at 179 acres. The trend for



W. College Avenue is rapidly becoming a prime commercial area with new businesses constantly starting or expanding. Top is the addition to Treasure Island. Left center is the new K mart department store, right center are the new One Hour Martinizing, Bob Long Pizza restaurant and All State Insurance building and on the bottom is the new Van Steen Ford agency. (Post-Crescent Photo)

larger size has been gradual, but uninterrupted, for more than 40 years. In 1925 the average acreage was 117. Ten years ago it was 156 acres.

But a part of the decline in farm numbers and farm operators can also be accounted for by a reduction of the total agricultural land area, reflecting the expansion of urbanized

communities, the enormous increase in the space occupied by highways, airports and other public facilities, and the abandonment of acreage once thought suitable for crops, such as the huge tracts that have reverted to forestry production since the pioneers discovered that some of the soils of the state are not

suitable for commercial crop yields.

This year statisticians report that the aggregate farm acreage is 20,800,000. In 1935 the total was 22,200,000 acres.

Against the country as a whole, the evolution of agriculture has been at a somewhat slower pace in Wisconsin. There are now 3,059,000

farms in the United States, which is less than half of the total of 40 years ago. Similarly, the growth in size of the average farm in the whole country from 145 acres in 1925 to 369 acres this year has been more rapid than in Wisconsin where family-style farming remains the basic style of agriculture.

## Individual Is Key to Safety Federal Standards Not Cure-All, Says State Director

MADISON — Facing a new year, what's the outlook for traffic safety improvement in Wisconsin?

The question is an important one, according to Dan F. Schutz, safety director for the division of motor vehicles, state department of transportation.

"For the fourth straight year, Wisconsin's annual traffic fatality roll exceeded 1,000" he declared. "Even before the final hours of 1967 were completed, the number of traffic deaths surpassed the all-time record of 1,126 fatalities in 1966."

The state's safety director described the new federal and state machinery for highway safety as commendable forward steps in bettering the organizational efforts in the overall approach to the traffic problem.

"However," he cautioned, "the new federal safety standards affecting car manufacture and state programming, and the new safety legislation passed in our own state, must not be viewed as a magic and immediate cure-all."

Meanwhile, Schutz, pointed out, problems which have been influencing our accident totals are still with us.

"You can't take the reduced visibility and inadequate traction out of winter," he said, "but you can take the heedlessness out of behind-the-wheel actions."


The safety director said, "If you're a car owner, you'll recognize that it doesn't take an act of the Congress or an act of the legislature to get many things done for safety — just individual initiative."

"Hopefully the new federal standards and the new state legislation on safety will exert long-term pressures to speed a downturn in our accident trends. However, in the meantime, only improved individual behavior — at the wheel, on cycles and on foot — will turn the trick. The individual citizen who uses our streets and roads holds the real key to traffic safety."




farms out of the virgin prairie and forest of the state in the early years of the 19th century.

The farm operators are steadily increasing their pro-



## In the Fox Cities Call . . .



**BOB GRAHAM**  
420 E. Parkway  
733-5160

"WE LIKE  
IT HERE,  
TOO"

TED SHULTZ  
GREEN BAY OFFICE

APPLETON  
OFFICE

**MILWAUKEE OFFICE**  
Dick Artz — Terry Taugher  
Dick Zimmerman — Bob Molitor  
Russ Nickels — Steve Kimura  
Wally Kaufman

**RACINE OFFICE**  
Lefty & Bill Johnson

DISTRIBUTORS  
and  
MANUFACTURERS  
of  
Steel shelving, lockers,  
pallet racks, fork trucks,  
conveyors, grating, skids  
and boxes.

# E. G. ARTZ, INC.

## MATERIAL HANDLING EQUIPMENT

4275 N. 127th Street Brookfield, Wisconsin 53005



**ACCURATE BUSINESS CONTROLS, INC.**  
BUSINESS FORMS & SYSTEMS SERVICE TO MANAGEMENT

## Your New Business Forms Distribution Center . . . The Latest in Expanding, Professional Business Forms Service to Manage- ment in the Fox River Valley . . .

**"GUARANTEED OPERATIONS PROGRAM"**  
A unique plan which Guarantees management against interruption of customer services and business operations caused by running out of forms. A service designed to reduce costs of excess inventories, rush deliveries, or inconvenient "temporary forms."

**COST REDUCTION THROUGH VOLUME PURCHASING**  
Large quantities of individual forms, or combination orders of related forms may be purchased at low unit cost, with minimum operating quantities stored at your office or plant, and bulk storage at our distribution center.

**PROMPT LOCAL SERVICE TO DATA PROCESSING AND COMMUNICATIONS DEPARTMENTS**  
We stock for immediate "off the shelf" delivery, data processing stock forms, labels, teletype rolls, 8 level tapes, and teletype ribbons.

  
Jack Martin  
President  
Sales

  
Joseph C. Martin  
Sales

  
John E. Markel  
Technical Service

  
Lorraine Thomas  
Sales Service

  
Dorothy Zelinske  
Order Service

A TEAM  
DEVOTED TO  
PROFESSIONAL  
BUSINESS FORMS  
AND SYSTEMS  
SERVICE TO  
MANAGEMENT

## ACCURATE BUSINESS CONTROLS, INC.

Highway 41 at "BB" • P.O. Box 1043, Appleton, Wis. • Telephone 734-4553-4-5  
YOUR LOCALLY OWNED, SINGLE SOURCE SERVICE FOR ALL TYPES OF BUSINESS FORMS  
Members: Appleton Chamber of Commerce, National Business Forms Ass'n.,  
Data Processing Mgmt. Ass'n., Nat'l. Ass'n. of Accountants





**Remember When** — crossing College Avenue involved running an obstacle course and people questioned whether the project could be completed in the time designated? All of that is long past as the rebuilt avenue continues to draw praise and acclaim from across the country. (Post-Crescent Photo)

# \$7.6 Million To be Spent On Highways

CONTINUED FROM PAGE 6

west of Appleton, and work on County Trunk X, from State 55 to County Trunk G, a distance of 2½ miles.

**Waupaca County**

Although Waupaca County does not determine it's highway work until after the "spring breakup", Highway Commissioner Fred Grunwald identified two anticipated major construction jobs as being those on County Trunk X, midway between New London and Northport, and County Trunk E between Ogdensburg and State 161.

ary (FAS) projects. The County Trunk X job, involving the straightening of a U-bend in the road and elimination of a bridge, is expected to cost about \$40,000, while the County Trunk E reconstruction project will cost about \$135,000.

Waupaca County figures its road work as the needs arise. Major 1967 work included reconstruction for four miles on County Trunk GG in the Town of Helvetia and continu-

ing work on County Trunk E reconstruction.

Major bituminous surfacing projects last year, according to Grunwald, were on County Trunks I, 8½ miles; N, 4½ miles; H, 1¼ miles; and State 49, 7.4 miles; another major 1967 job was the building of a road in Hartman Creek Park.

## Winnebago Plans

Winnebago County Highway Commissioner Robert Graf listed major 1968 jobs as completion of two miles of reconstruction on County Trunk B; reconstruction work on two miles of County Trunk I, from Black Wolf Point Road to Fisk Avenue; and work on County Trunk N, from State 44 to County Trunk FF, a distance of 1.96 miles. The three reconstruction jobs are expected to cost about \$282,500 this year, Graf explained.

County Trunks I and B work also were the major county jobs last year, according to Graf.

Major road work in Fond du Lac County last year, according to Highway Commissioner Harry Meixensperger, included reconstruction of 5.03 miles of County Trunk W, from State 149 to State 23. The \$667,000 job, which will continue with bituminous paving in 1968, will be partly financed by FAS funds.

Another major 1967 job was reconstruction of County Trunk E, from the Village of Fairwater to Radio Road, a distance of 6.5 miles. Bituminous paving will be done in 1968. Total cost of the County Trunk E project will be \$270,000.

Another major 1967 job, which will continue into 1968, is the reconstruction of County Trunk K, from County Trunk V to B, 1.87 miles, at a cost of \$75,000.

## Lowest Total

Calumet County, which has the lowest amount set for road construction this year, plans to continue reconstruction work on County Trunk H, an FAS job, from Jericho east three miles.

Other jobs planned for 1968 with county money are correction of a sight corner at County Trunk A and State 149, expected to cost \$20,000, and sealcoating on 25 miles of county trunks highways, including Y, G, H, A, and X, at a total cost of about \$20,000.

Major 1967 jobs included work on County Trunk H near Jericho, under the two-year reconstruction program; construction on County Trunk G, from State 57 south two miles, a federal aid job costing \$66,000; and sealcoating on 22 miles of county trunk roads.

## Confident of Regional Concept

# COG Experiment in Government

## EUGENE FRANCHETT

Executive Director, Fox Valley Council of Governments

"You can't trust a Politician" is a sometimes heard statement in personal conversations. Contrary to this bleak proposition, I have learned through my several years of experience in local government here in the Fox Valley that not only can most politicians be trusted, but also they can, and do, accept heavy responsibilities.

There was still a small remnant of this uneasy feeling when I assumed the position of Director of the Fox Valley Regional Planning Commission five years ago. However, this preconceived notion was gradually removed in the same manner that other prejudices or suspicions are removed from our order of human living — through direct encounter and experience. I gradually learned what the local politician was really like.

## Cross-Section

First of all a group of politicians is like any other group of people. That is, a cross section would show that there are people with different dispositions, personalities, likes and dislikes. There are good-good guys, good guys, bad guys and bad-bad guys. Some you like very much, some you like, and some you just accept. But, as a whole they are a respectful group of men (not to the exclusion of women).

Of all the various types of politicians, it is the person who is sincerely dedicated to public service who is most respected. And there are such people here in this Fox Valley of Wisconsin. This person is guided by the sense of commitment to fairly and honestly represent his constituency and improve the living conditions and level of service in his community.

Courage is a virtue which politicians are challenged to develop, perhaps more than in many other professions or occupations. When the discussions and debates are over, there is only one person who can cast the politician's vote

on an issue. He and he alone. Great pressures can be brought to bear on any politician to influence his vote. It is in this area of voting in accord with one's conscience and convictions in the face of greatest pressures which may well cost campaign contributions or votes in the next election, that is most admirable.

## Dedication

We sometimes hear of graft and corruption, or a political payoff for certain favors returned. Such things may exist. But I have never seen evidence of them among the

politicians with whom I work, even though salaries are usually small and many could make more money elsewhere.

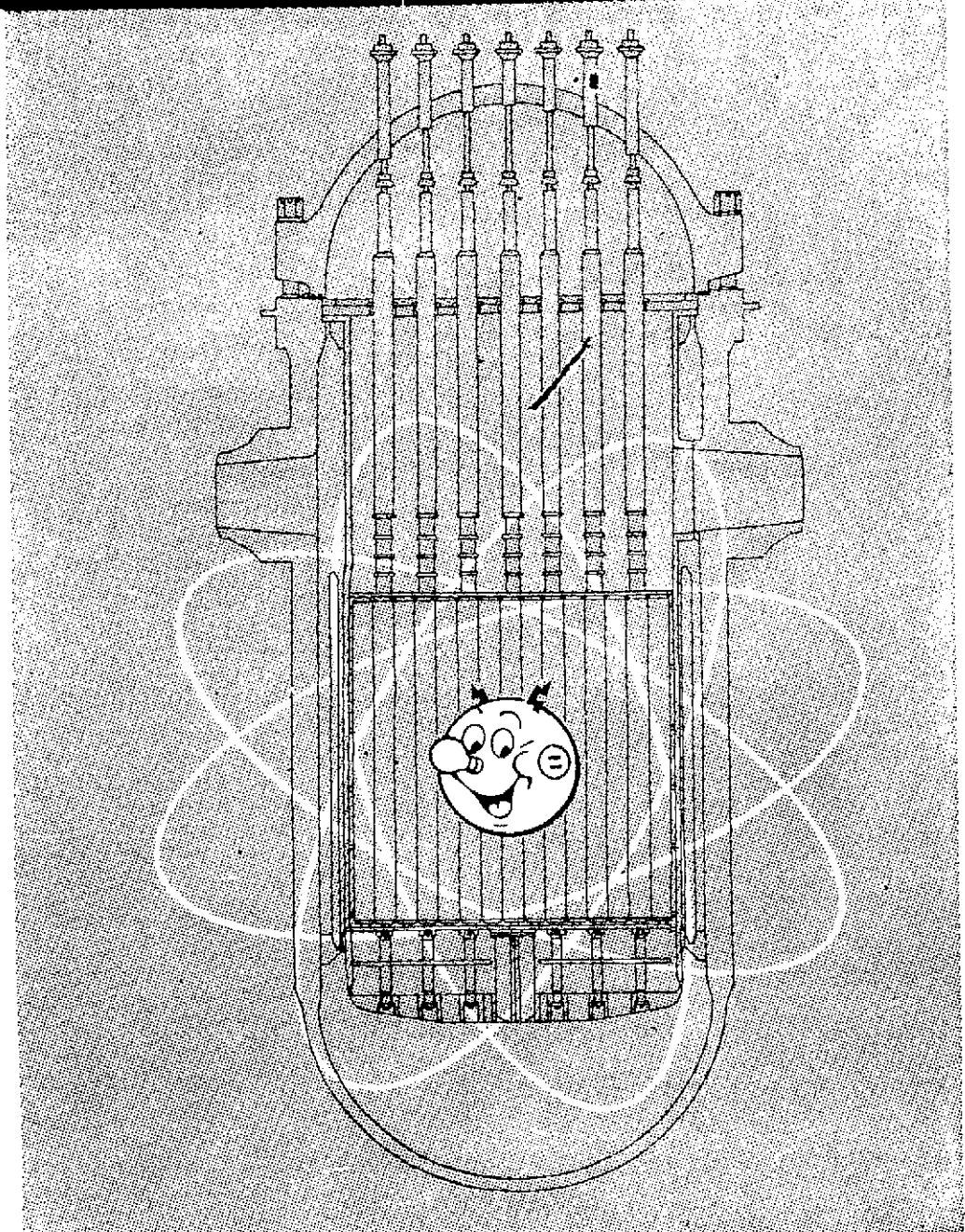
Does this mean that the politicians always agree with everything that I as a planner and administrator propose? No. In fact, issues arise where we know that it will draw the opposition from a person or group of persons. Make no mistake, the temptation is always there to push it through under the guise of something else, or bring it up when the person isn't present. But we also have our own consciences and commitment to our democratic system, which involves discussion, de-

bate and compromise. And sometimes our anticipated opposition turns out to be a strong supporter of the issue once the smoke of debate has cleared.

Early last year the Fox Valley Regional Planning Commission was reorganized as a Council of Governments. The regional activities remained much the same. But the structure was changed so that the local chief elected officials became the exclusive official representative on the regional council. In essence, the mayors, presidents and town chairmen became the board of directors for regional decision making. This ar-

rangement is believed to tie more closely regional planning to the political decision making process.

The Fox Valley Council of Governments is new, and is an experiment in local government in Wisconsin. As such it may fail. However, my observation of the responsiveness and responsibilities of the local politicians over the past five years makes me confident that coordinated development of the urban region can be attained at the local regional level; and that everyone will not sit back and wait for the state of federal government to impose these things from above.



# NUCLEAR POWER

The nuclear reactor illustrated above is the heart of WMPCO's new nuclear power plant. It will generate the heat to make the steam which spins the turbine that produces electricity.

The containment vessel to house this nuclear reactor is the circular piece of construction in the photo shown below.

## PROGRESS REPORT: WMPCO's Point Beach Nuclear Power Plant

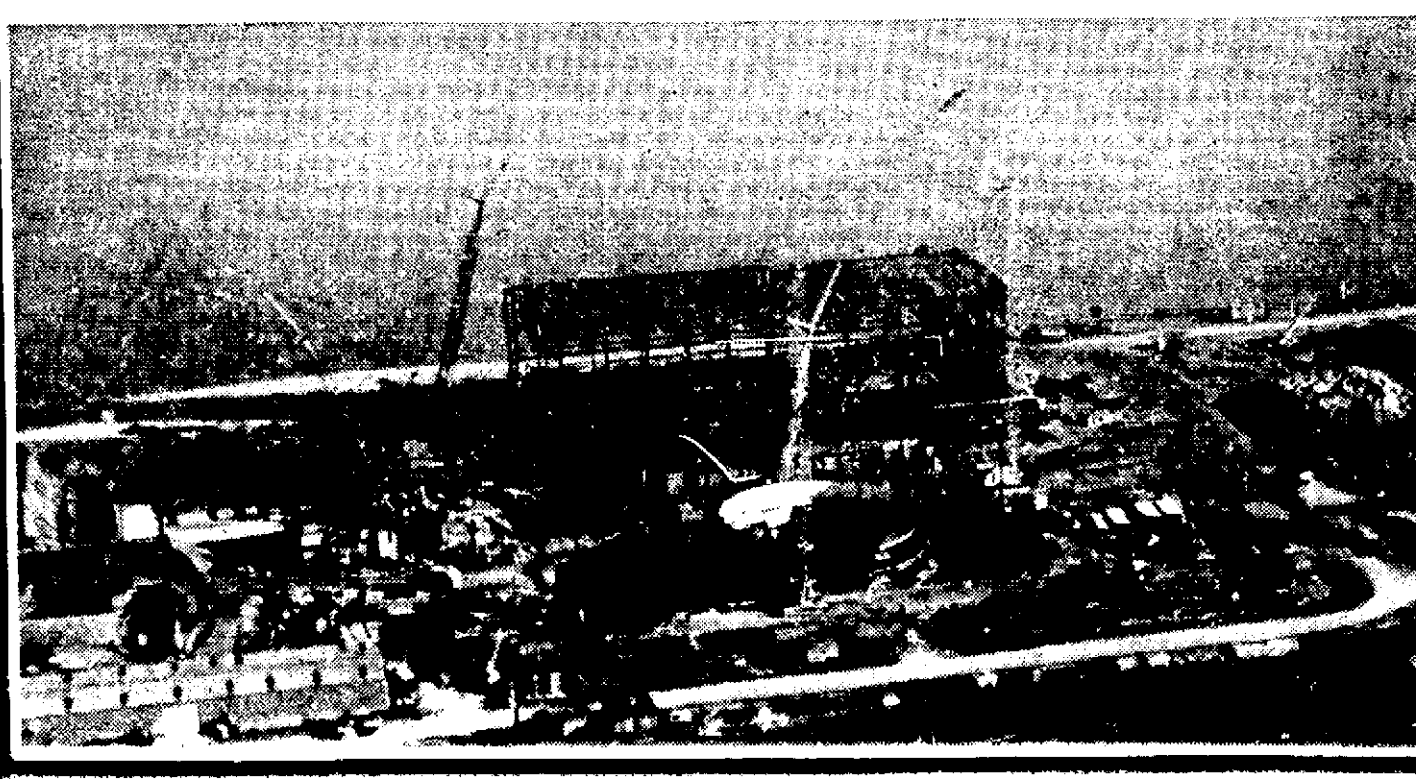
Construction is proceeding on schedule at our new nuclear power plant, located 8 miles north of Two Rivers on the west shore of Lake Michigan. The plant's first unit, with an initial capacity of 454,600 kilowatts, will be completed in 1970, and a second unit with the same capacity will be ready in 1971.


Although construction was started on the plant in late 1966, work on the nuclear facilities did not begin until July of 1967.

Watching the construction of this plant has become exciting and very popular. Because of this, a small elevated viewing stand was erected near the construction area last summer. More than 17,000 people from 41 states and 15 foreign countries used the stand to view construction activity.

To accommodate visitors and to train plant employees, a permanent Information Center is now being built at the site. The Center is expected to be ready this summer. Visitors will view construction activities from the building and will see educational exhibits telling the story of electricity and the atom. Construction to date represents an investment of more than \$11 million.

The nuclear age is here and will help assure our area an abundant supply of low-cost, dependable electric power which is necessary to meet the demands from the steady growth of our industries and communities. Nuclear power will insure our economic progress and also keep our area great for living.





**MECHANICAL CONTRACTORS**  
**ENGINEERS**  
INC. • HIGHWAY 41 • P.O. BOX 228 • REGENT 4-5791 • APPLETON • WISCONSIN  
**INDUSTRIAL COMMERCIAL**

# A GIANT AMONG GIANTS

Once again AZCO is proud to announce that it has been selected as one of the 200 Giants of the mechanical contracting industry. National survey places AZCO as the 126th largest of 200 selected in the United States and third largest in Wisconsin. AZCO joins the other 200 Giants whose expanding horizons promise more opportunity — and greater challenges in a perspective for 1968... and beyond.

**The Lesson of the Giants**

Of this much you may be sure: there's more to success than sales. You may be sure of one thing: There's more to the Giants than their growing dollar volume.

By J. W. FELL,  
Editorial Director of  
Domestic Engineering

- HEATING PLUMBING
- AIR CONDITIONING VENTILATING
- POWER PIPING PROCESS PIPING
- A.S.M.E. WELDING METAL FABRICATORS
- KIDDE FIRE EQUIPMENT STAR SPRINKLER SYSTEMS





# Five-County Costs Increase 18 Per Cent

## \$1.6 Million Additional In Local Tax Levies Paid By Fox Valley Residents

BY MICK BURKE  
Post-Crescent Staff Writer

Taxpayers in five Fox Valley counties had to dig up \$1,611,760 more to meet 1968 expenditures than they paid in 1967.

Outagamie, Winnebago, Calumet, Fond du Lac and Waupaca counties all adopted record-breaking budgets for 1968. The combined budgets of the five counties total \$29,830,664, an increase of more than \$4.2 million over 1967. Taxpayers of the five counties paid out \$11,236,928 in property taxes to support those budgets.

Outagamie County is operating from a budget of \$7,713,603, with \$3,297,099 raised from direct taxes, an increase of \$572,049.

### Biggest Jump

Two categories that accounted for approximately 60 per cent of the increase was the county's share for social services which jumped \$301,000, and state charges for county patients in various institutions, up \$216,000.

Difference between revenues and expenditures increased \$360,000. However, higher estimates for the various shared taxes and the use of \$150,000 in surplus funds brought the total levy in-

crease back to the \$572,000 figure.

Winnebago County showed the largest increase in total budget with a jump of \$1.5 million, for a total of \$8.4 million. However, \$300,000 in surplus funds applied to the levy aided in keeping the tax rate down. Last year slightly

### Insurance Sales Set Record in '67

Families in Wisconsin bought more life insurance during 1967 than in any previous year, collected a larger amount of benefit payments from life companies and ended the year with more protection than ever before.

Wisconsin's total life insurance rose to about \$21.5 billion, the 16th largest amount in force in a single state, according to year-end estimates by the Institute of Life Insurance. Wisconsin families increased their protection by \$1.6 billion, or 8 per cent during 1967.

The Institute estimates that life insurance companies paid about \$113 million during 1967 to beneficiaries of Wisconsin policyholders who died. This was about \$8 million or 8 per cent higher than total death payments in the state during 1966.

more than half this amount, \$180,000, was applied to help hold the tax rate. The tax levy was \$2.9 million, an increase of \$456,000.

### Charge-Backs

State charge-backs accounted for a large percentage of the increase. According to officials salaries was the second largest factor.

Charge-backs for charitable and correctional institutions were set at \$422,866, up \$271,876 over what was previously budgeted. The largest charge-back increase was Winnebago State Hospital, from a budgeted \$16,882 to \$180,925.

Resolutions that increased the budget substantially were \$100,000 for a bridge across Little Lake Butte des Morts, \$65,000 to add to a fund for air-conditioning the courthouse, \$27,540 for a juvenile shelter house.

Like Outagamie County, the largest increase was \$279,452 for the department of social services.

Total revenues for 1968 are \$5,229,396 as compared with \$4,289,810 in 1967.

### Surplus Funds

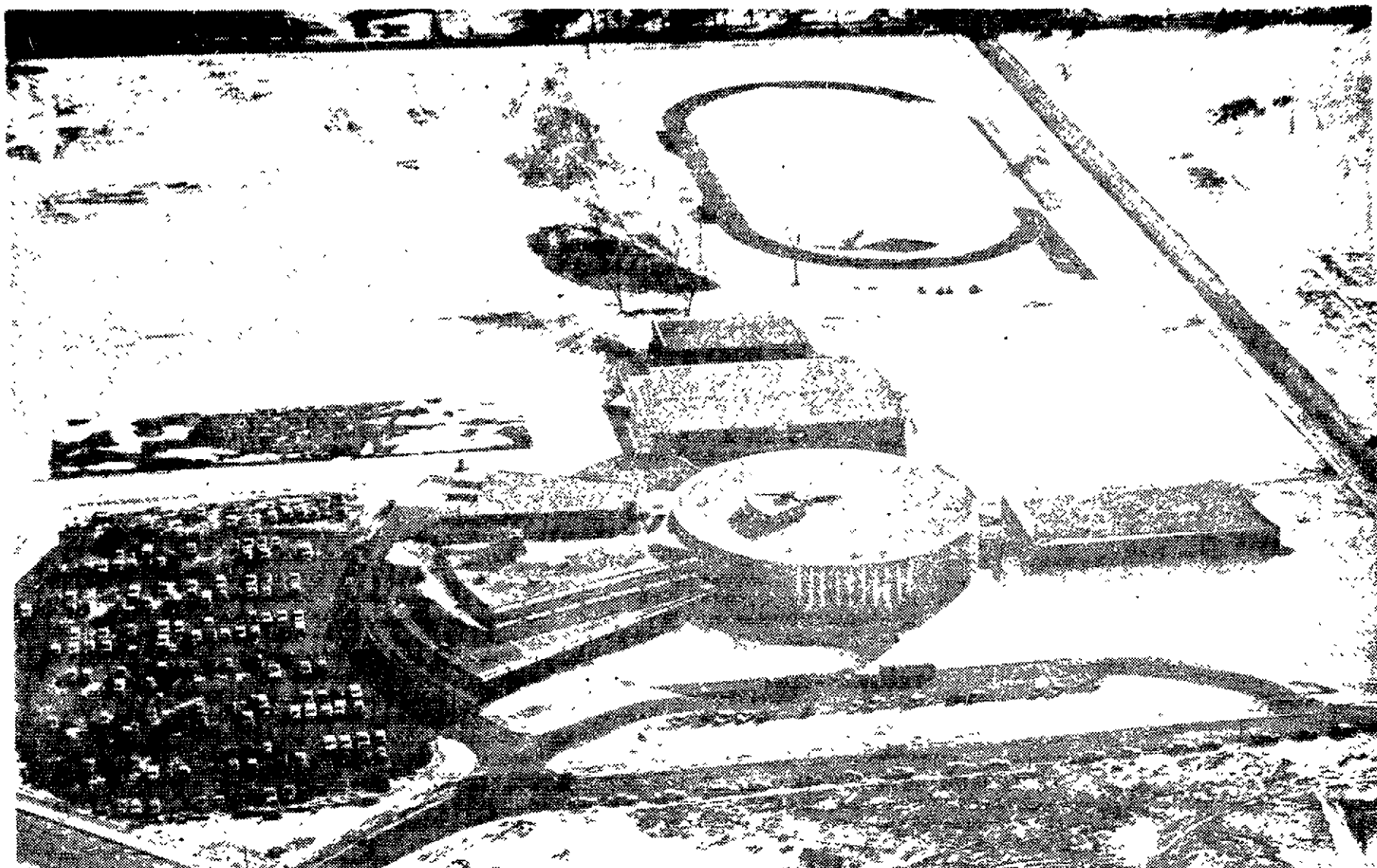
Calumet County eased its tax bite by applying \$75,000 of surplus funds to meet a tax levy of \$691,407 which is required to meet expenditures set at \$1,316,588.

Correction and charity institution charge-backs show the largest increase with a total of \$472,090, up \$137,199 over the previous year. This along with aid to dependent children at \$59,025, up \$21,275 are the categories carrying the bulk of the increase.

Revenues from sources other than direct taxes are \$550,128, up \$117,344 over the previous year.

Fond du Lac County is operating on a budget of \$7,648,048 which is \$206,148 higher than the previous year. This amount less revenues of \$4,525,448, down \$178,752 from the previous year has set a tax levy of \$3,122,600.

Turn to Page 8, Col. 8



Appearing Somewhat Like a Partially Folded Fan, the \$5 million Appleton East High School opened last fall amid controversy and dispute. Final touches are expected to be completed

for the April dedication and open house. The central, round academic section is flanked by the fan-shaped fine arts wing, the gym and the industrial arts wing. (Post-Crescent Photo)

# Inflation to Play Key Role In Valley Wage Settlements

## Fringe Benefits Expected To Take Back Seat to Cash Demands by Union Locals

BY WILLIAM C. CAREY  
Post-Crescent Staff Writer

Spiraling inflation — although an uninvited guest at the bargaining table — will dictate for the most part terms of management-union contracts in the Fox Cities region in 1968.

The prediction comes from both sides of the economic spectrum following a comparatively mild 1967 which saw strikes at a minimum.

In fact, the walkout having most impact on the Fox Cities last year — the Teamsters strike against the National Trucking Association — was not local in origin.

And later a wildcat strike of an independent Chicago Teamsters local also raised havoc with Midwest shipping, and in addition to affecting firms with terminals in this region, raised havoc with shipping and receiving schedules of local industries.

The region's first strike in '67 occurred in February at The Appleton Post-Crescent when members of the press-

men's union were out for a week. However, the newspaper published as usual.

### Wildcat Strikes

There were two walkouts of short duration at the Fox Tractor Equipment Co. in the Town of Grand Chute. And, the Teamsters struck Murphy Ready-Mix Products Co. for 12 days before that dispute was resolved.

A one-day strike of Teamsters-organized Appleton Department of Public Works employees was settled through mediation, and nipped before the results were felt in the community.

"Settlements in this region were exceptionally good but should be better yet in 1968," commented a leading Fox Cities labor spokesman.

"They (settlements) were high but realistic," remarked a management representative. "They didn't contribute to inflation nor subdue it."

### Cash Top Item

Their observations reflected the frankness of in-depth interviews conducted in an effort to piece together the puzzle 1968 presents.

One thing appeared obvious. Neither management nor labor want strikes over the next 10 months and will probably go to the brink to avoid them.

However, the name of the game in '68 negotiations will be "cash," with fringe benefits taking a rear seat.

The Bureau of Labor Statistics says 1967 was the year of the highest median pay hikes in two decades.

The median hourly pay increase in manufacturing was 13.1 cents, and non-manufacturing 19.5 cents.

Wage adjustments in the Fox Cities generally ran 5 per cent and higher, with some ranging from 8 to 10 per cent.

During January of this year settlements were running higher than last year, according to the Bureau of Labor Statistics — an indicator of what's ahead in the Fox Cities.

"The cost of living is soaring, Uncle Sam takes more of the paycheck and property taxes are a killer," opined a union representative.

### Tap Profits

"This year we're going after cash on the barrel," he added, indicating the balance of wages and fringe benefits will be a thing of the past — at least for 1968.

He said union and industry negotiators can anticipate "real hard bargaining" but felt there would be no outbreak of strikes.

By rule of thumb, he said, a one-cent hourly pay hike for the 2,080 hour work year represented \$20.80 in annual income. "Look at how real estate and other taxes are going and you see why the

boss is going to be on the spot," the union spokesman declared.

However he mentioned that in addition to receiving a salary, management also shared in profits and could afford to be "tapped" because the U.S. has a healthy economy.

### Building Trades

He claimed that with major companies expanding and buying up suppliers — room was scarce for the so-called small business.

New agreements will be also negotiated in several paper mills, major manufacturing plants in the region and trucking industry, including ready-mix concrete firms. Three years ago this summer the strike against the ready-mix industry here lasted 44 days and all but crippled paving projects and building construction.

There has been detected a feeling that some unions that entered into three-year contracts in 1965 are unhappy over the accelerated cost of living the past 15 months and will seek retribution "to get caught up."

### Election Year

It being a presidential election year, no one felt there would be any real restrictive labor legislation.

However, anything short of all-out war might see the government invoke wage-price freezes, it was feared.

Union leaders say this area will be the target of more organizing activities after a successful 1967, and claimed "white collar workers" represented the best potential for union membership.

A prominent management negotiator who has played a

major role in forming contracts for industrial clients conceded that in the past six months the emphasis has been on money, work rules and job security in that order. He said cost of living increments were again in demand.

In some instances, he reported, the employer has had to make a major capital investment and shift more toward automation. Others absorbed part of the increased production costs while passing the rest on in the price of their products.

"Probably the biggest underlying factor and stumbling block for both sides in negotiations is the uncertainty of the economy," the management representative said.

"Circumstances could change considerably in one month," he added, "So, there seems to be a sort of a fear that eventually the rug is going to be pulled out from under them."

Management representatives in the Fox Cities, whose firms have to bargain new contracts in the coming weeks and months, say proposals

coming in from unions are running high — demands being strongest for more cash and guaranteed work weeks.

### Automation

The outlook is for more automation entering the Fox Cities production arena, with employers striving to eliminate waste and inefficiency, while also attempting to expand markets.

There was a feeling that management finds itself in a touchy position, having to beef up contracts but at the same time exercising restraint so as to not get out-priced at the market place.

Municipalities, too, are having problems as result of increased union-organizing.

In Appleton settlements were high, according to a city personnel director, but in keeping with industry trends. City employees got a 6 per cent pay increase in 1967 and 5 per cent for 1968. They will probably be asking for more when 1969 contract talks start this summer.

# Future Bright 4 Accomplishments Made 1967 Excellent Year for Appleton

BY GEORGE BUCKLEY  
Mayor, City of Appleton

The year 1967 was one of several major accomplishments for the City of Appleton.

The "Big Four" were the complete reconstruction of College Avenue, the opening of the Soldier's Square Parking Ramp, the commencement of operations at the Appleton High School East and the completion of construction of the new Highlands School.

In addition to these major items of importance, we also had several thousand feet of new sidewalks and concrete pavement installed, completed about 15 miles of street resurfacing and about 16,000 feet of grading and graveling.

There were also several thousand feet of needed sanitary and storm sewers installed.

Our efforts to obtain federal funds from the Department of Housing and Urban Development were successful and we will now be able to proceed with a pipeline to Lake Winnebago.

### Water Project

Work on this project will be commencing shortly and we hope to see it completed in less than two years, because the new pipeline will guarantee to the people of Appleton a quantity and quality of water that will be far superior to what we have now.

If we are able to get our water from Lake Michigan

eventually, only a very small part of this pipeline would not be usable. The increased capacity of the pumping station, when completed, will assure us of sufficient water supply almost into the 21st century.

The past year witnessed the creation of the Appleton Housing Authority and its members are in the process of getting started on the planning for a low rent housing project for the elderly. The need for this project was clearly demonstrated by a survey.

We are working on the necessary documents which must be submitted to the federal government and approved before Appleton can receive the funds to get started. The actual construction could begin this year.

### Post Office

A new million dollar post office has been approved for Appleton and options have already been obtained on the property where it is to be built. In accordance with recent post office policy, this new building will be constructed with private capital and then leased to the Post Office Department. Because of this new procedure, we will be able to add the building to our tax rolls, thereby increasing our tax base.

We can look forward to an announcement before long about a new multi-million dollar improvement in our downtown area. Plans on this are not in the final stages so no formal statement can be made at this time.

# Public Works Projects Appleton Paces Cities In Municipal Building

Appleton, the largest Fox Cities community, took some financial giant steps in municipal construction during 1967 compared with its six neighbors.

Stealing the limelight was the \$1.1 million College Avenue reconstruction program completed last fall. It was honored as a top engineering feat in Wisconsin and also drew national acclaim.

Appleton also completed its third downtown parking ramp, the \$1,250,000 Soldiers Square, and took major steps in planning a \$4.5 million water expansion project, scheduled to start this summer.

However, the other six Fox Cities communities were not standing still.

### Future Plans

Neenah, Kaukauna and Menasha had major public works programs running into the thousands of dollars. Menasha, Kimberly and Kaukauna revealed definite plans during 1967 for major construction projects in the near future.

But Appleton surpassed all in expenditures and anticipated expenditures.

Its giant avenue reconstruction and Soldiers Square parking ramp projects were dedicated last fall as city officials were planning the water expansion project. Both projects, the 450-stall parking ramp and the highly modernized main street, were accomplished without federal funds.

A \$1.5 million federal grant through the Department of Housing and Urban Development (HUD) will be playing a major role in the water expansion project. Appleton expects to tap Lake Winnebago for its water supply, instead of the Fox River.

### Sewer Projects

Neenah's two-year sewer and water project is expected to cost \$640,000, including a \$30,000 sewer lift. The proj-

ects, mainly on the southern and southeastern end of the city, involved a \$104,600 expenditure in 1966 and \$537,800 expenditure in 1967.

Neenah officials also indicated plans for a new city hall, but said these were sketchy and in the early stages.

Kaukauna's sewer project, which will cost \$725,000, will provide facilities to serve both Kaukauna and Combined Locks residents. The disposal plant and tanks cost \$320,300.

However, officials are eyeing a bigger project — a \$1.25 million apartment complex for the elderly. The city has qualified for a HUD grant, which will cover the entire cost, but are awaiting confirmation the money is coming.

The complex, which will include 71 three-room low rental apartments for the elderly, will be located on the southside of Kaukauna at 10th Street and Hendricks Avenue. Menasha is stepping from its December completion of a \$900,000 four-phase public works program into a \$592,000 public library construction. The cost will be cushioned by a \$137,000 federal grant. It should be completed this summer.

The public works projects included \$253,000 in mains to the northeast side; \$355,000, expansion of water facilities to the Island, and \$390,000, projects completed earlier.

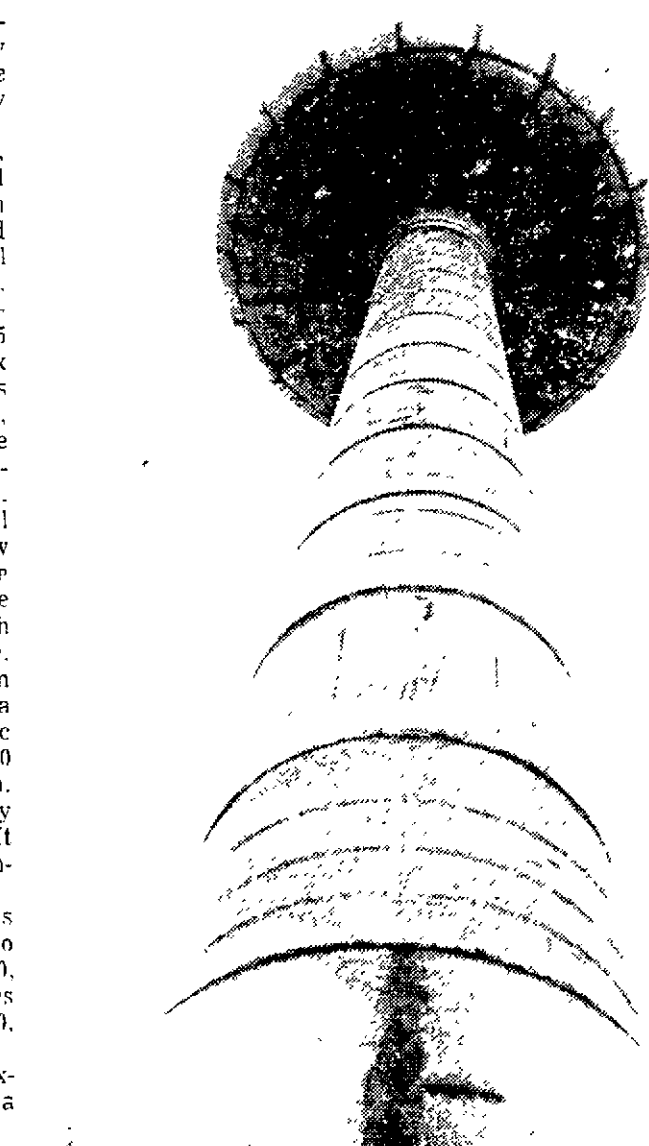
Menasha remodeled and expanded its city offices in a \$110,000 program.

### Municipal Building

Although Kimberly completed no major programs during 1967, it took definite steps towards construction of a new municipal building. The present building was sold to the school district for \$125,000 and will be used as administrative offices.

Officials expect to hold a

Turn to Page 5, Col. 8



Looking Like a giant mushroom is the new 250,000 gallon water tank built at Little Chute during 1967 at an approximate cost of \$125,000. The tank is to be painted as soon as weather permits this year. The new facility, to meet the increased growth of the community, is located adjacent to well No. 2 at the end of Jefferson Street. As a result of increased investment in the water utility, the Public Service Commission authorized a water rate increase in 1967. (Post-Crescent Photo)





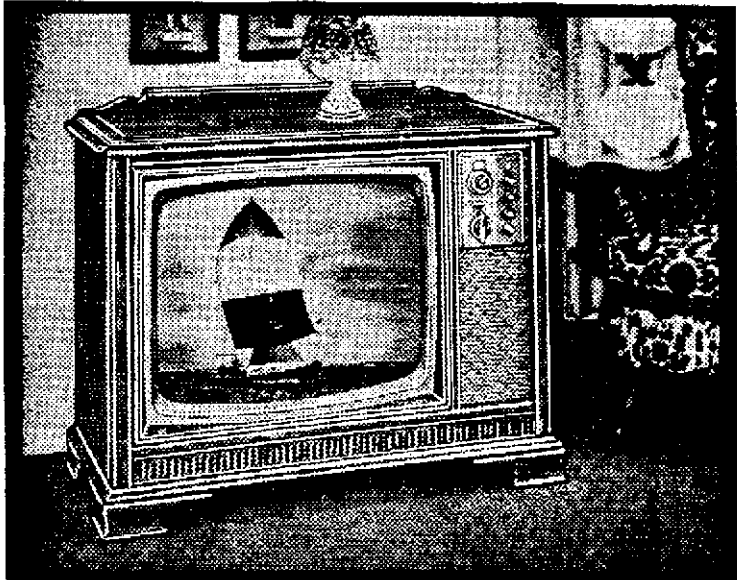
**SIXTH FLOOR  
APPLIANCE CENTER**

# Annual Once-a-Year Magnavox Factory Authorized Sale

Buy now and save during our exciting Magnavox factory authorized annual sale. You'll receive magnificent entertainment values at once-a-year low, low prices.

## Magnificent Magnavox Color TV "Specials"

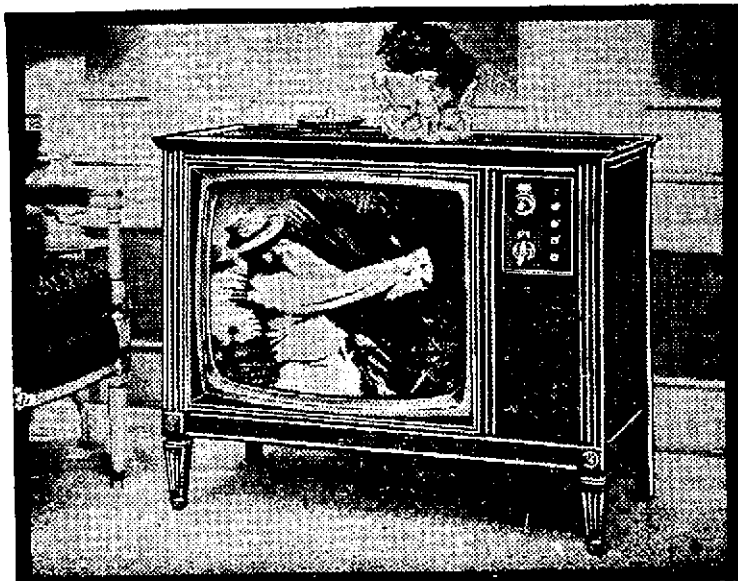
**Today's Most Advanced Color TV** . . . Magnavox brings you INSTANT AUTOMATIC COLOR for that perfectly-tuned picture; BRILLIANT COLOR for the brighter, more vivid pictures; CHROMATONE that adds exciting depth and rich beauty to color, and QUICK-ON for pictures that flash on in seconds.



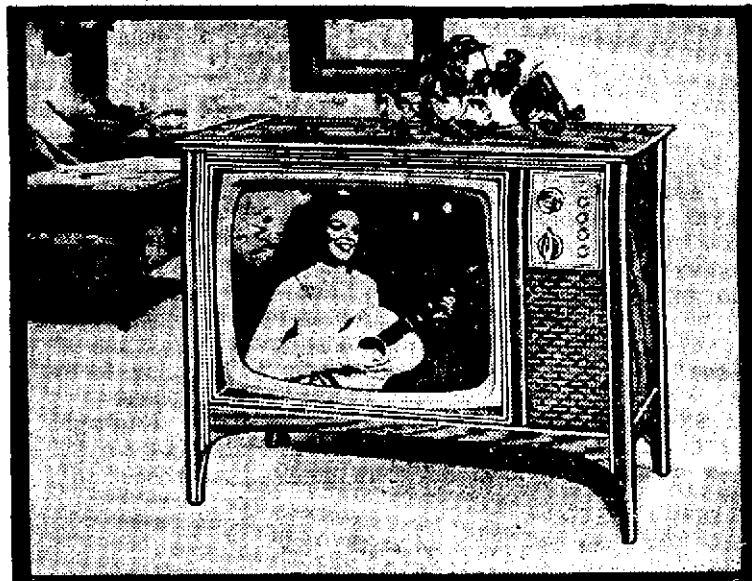
Model 742 . . . Early American color TV features big 295 square inch rectangular screen, automatic color, handcrafted furniture and superior sound.

**Your Choice of 3 Fine Furniture Styles  
At One Low Price!**

**\$ 565** Ea.



Model 746 . . . Italian Provincial has tone control, Magnavox high fidelity speaker, plus illuminated channel selector windows.



Model 740 . . . Contemporary TV offers Magnavox bonded circuitry chassis plus automatic color purifier which lets you move your set, even to other rooms.

Sixth Floor Appliance Center

**Magnificent Magnavox**

## Astro-Sonic Stereo

Astro-Sonic Stereo surpasses all other achievements in the recreation of sound. It brings you the full beauty of music from records, exciting stereo FM and powerful AM radio. Solid state circuitry replaces tubes, eliminates damaging heat.

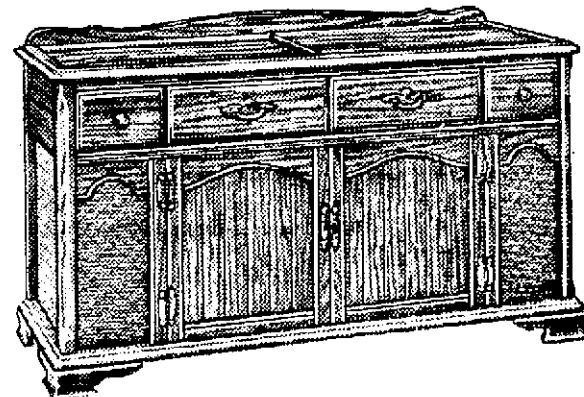
Model 3000 . . . Contemporary style in Natural Walnut is versatile and compact with all the fine Magnavox features plus four highly-efficient speakers.

Now Only! **138<sup>50</sup>**

Model 3300 With  
FM-AM Radio . . . . . **188.50**

Model 3600 . . . Contemporary furniture styled stereo features 15-watts undistorted music power plus the micromatic player with diamond stylus.

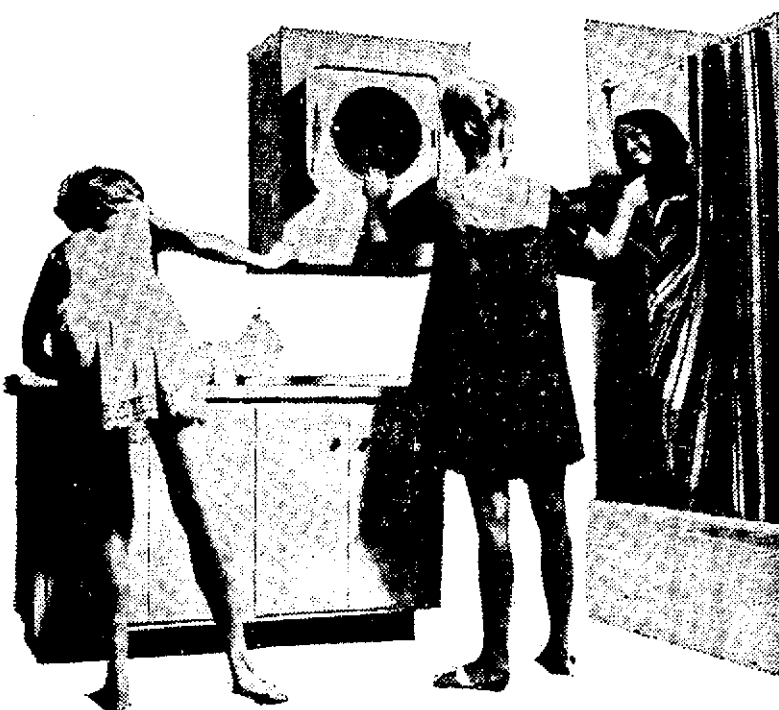
Now Only! **268<sup>50</sup>**



Model 3701 . . . Authentic Mediterranean with all Magnavox features plus concealed swivel casters for easy moving. Diamond stylus eliminates pitch distortion, banished record and stylus wear so your records can last a lifetime.

Now Only! **348<sup>50</sup>**

Sixth Floor Appliance Center



No room for a dryer? Think again. This new Maytag takes half the usual space. Goes where others won't. Even hangs on a wall.

Where to store it? In a closet. Under a counter. Anywhere. And, of course, the anywhere dryer is portable in case you move around a lot. Use it in a trailer. On a boat. At the cottage. It does everything a big dryer does except take up space. It requires no special installation or venting.



Sixth Floor Appliance Center

## MAYTAG Halo of Heat Porta Dryer

Only **109<sup>95</sup>**

**No Money Down -  
Only \$5 A Month**



**Now! A complete  
floor care appliance . . .**

## New Hoover Floor-A-Matic

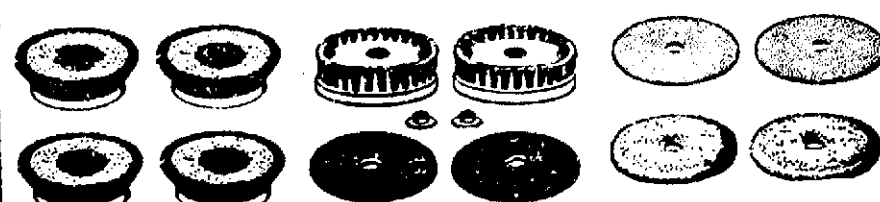
**Rug and Floor Conditioner**

**79<sup>50</sup>**

**No Money Down! Only \$5 a Month**

Versatile. Easy to use. All this adds up to a pleasing time saver! Power scrubs . . . detergents and heavy duty rotating brushes do the work. Water pick up . . . Flick the switch and pick up the scrubbing solution and dirt automatically, then wax immediately. Wash, polish, buff. Floors will gleam. Shampoos carpet too!

**Includes a complete set of attachments**



Sixth Floor Appliance Center



**SHOP DOWNTOWN MONDAY AND FRIDAY 9:30 TO 9 . . . OTHER WEEKDAYS 9:30 TO 5:30 . . .  
BUDGET CENTER MONDAY THRU SATURDAY 10 TO 9:30 . . . SUNDAY 12 TO 6**

# Assets Top \$400 Million Valley Financial Institutions Post Record Gains in Steady Money Year

BY CLIFF MILLER

Post-Crescent Staff Writer

Borrowing remained big business in the Fox Cities during the past year, but it couldn't have been so big if Fox Citians hadn't been doing a lot of saving.

Since saving became more popular, the valley's 19 financial institutions were able to post their biggest year of growth in recent history.

Total assets of the 15 banks and four savings and loan houses ballooned to more than \$400 million for the time, swelling by a record \$47.8 million by year's end to a total of nearly \$407.8 million.

The growth was nearly double the \$24.6 million rate posted at the end of the previous year. The 1967 growth also represented a 13.3 per cent jump above the previous year-end total, compared with a 7.3 per cent growth rate for 1966.

## Stable Climate

Unlike the previous year, the financial climate of 1967 was one of comparative steadiness. Loan interest rates changed only once, stabilizing in January at the levels that prevailed the rest of the year. It was against this background that Fox Cities savings accounts swelled to new highs, giving the institutions the funds needed to meet the demand for loans.

The previous year of clamor and competition for new savings dollars apparently paid off, amid what one local banking officer interpreted as "a cautious feeling." From the same banker's viewpoint, it was a quiet year, but a profitable one. "Interest rates on deposits stabilized, so we knew where we were at. And, at the same time, we were able to raise loan rates, so that increased our earnings."

Changes in federal reserve regulations set interest rates paid on certificates of deposit at 5 per cent, on CD's issued in denominations of at least \$500 and maturing in a minimum of 6 months — often \$1,000 denominations with one year maturities.

Half-way through the year, the prime rates at which federal reserve banks could lend to lesser banks was increased to 6 per cent, and the rate carried over into the loan market as the absolute best rate given on major loans, such as home mortgages. In practice, however, a mortgage loan carrying 6½ per cent interest is considered excellent, most local bankers agree.

## Loan Demand

Still, the demand for loans continues, even though the interest rates might have been considered prohibitive a few short years ago.

Bankers generally agreed it now appears unlikely the rates will go as high as had been predicted when the upward trend was at its peak. And it was possible to find voices to predict that, the year of major growth in savings behind, this year would be one in which loan demand would be even greater.

It would be difficult to imagine growth any greater than that posted during the past year.

## Bank Assets

Year-end assets in the 15 banks were:

First National Bank, Appleton, \$82,629,546, nearly a 10 per cent increase of \$7,231,717 above the previous year;

Appleton State Bank, \$51,806,562, up \$6,784,559 or more than 15 per cent;

First National Bank, Neenah, \$44,236,105, increased nearly 16 per cent or \$5,952,777;

National Manufacturers Bank, \$32,577,990, increased more than 8 per cent, by \$2,471,156;

Outagamie County Bank, \$20,029,971, increased 14.5 per cent, or \$2,472,971;

First National Bank, Menasha, \$13,173,630, a 25 per cent or \$3,017,130 increase;

Bank of Menasha, \$11,277,436, nearly a 10.3 per cent or \$1,274,564 rise.

Farmers & Merchants Bank, Kaukauna, \$10,740,678,

a rise of 6.4 per cent or \$646,329.

Northern State Bank, Appleton, \$7,412,486, an increase of \$1,290,214 or more than 20 per cent.

Bank of Kaukauna, \$5,040,982, nearly holding its own at \$6,315 below the previous year-end total;

Bank of Little Chute, \$5,994,565, an 8.3 per cent increase totaling \$457,986;

Kimberly State Bank, \$4,333,482, up nearly 20 per cent or \$709,902;

Neenah West National Bank, \$2,815,409, increased \$1,300,565 or more than 86 per cent.

Valley National Bank, \$2,444,228, a 62 per cent or \$929,854 growth.

American State Bank, \$2,404,174, a growth of 188 per cent, or \$1,571,060.

For the last three institutions, it was the first full year of business which accounts for the high percentage growth.

In the building and loan field, assets reported at year's end were:

Appleton Building & Loan, \$49,536,789, an increase of \$9,231,064, or more than 23 per cent.

## S & L Figures

Twin City Savings & Loan, Neenah and Menasha, \$32,396,151, for a growth rate of 4.4 per cent or a total of \$1,361,883;

Kaukauna Savings & Loan, \$15,325,811, an increase of \$1,264,578 or about 9 per cent.

Kimberly Savings & Loan, \$10,216,473, up about 3.2 per cent or \$316,474.

These figures represent a single day's assets and some fluctuation is to be expected. Contained in the financial institutions' public statements of condition at year's end, it is understandable, too, if they are adjusted to put the institutions in the most favorable light possible.

Another gauge of growth which is less easily adjusted is the 15-day average of deposits. The figure for the last 15 days prior to the reporting date in 1966 stood at \$227,395,903 for the 15 banks. At the end of 1967, it had risen to \$262,276,342, an average of 15.3 per cent or \$34.8 million.

The Savings & Loan firms don't calculate such a 15-day average. Their year-end deposits, however, totalled \$93,362,584, for an increase of 7.9 per cent or \$6,884,645. Their year-end growth in assets more closely matched the 13.6 per cent rate posted by the banks, striking a 12.7 per cent average.

But while the dollars and percentages were mounting, there were several developments in Fox Cities finance more readily apparent to the average customer with the checkbook or passbook.

Items such as checks and deposit slips.

## New Facilities

Twin City Savings & Loan Association opened its new, three-story office building in Menasha to complement its Neenah office.

Northern State Bank built and put in service a \$90,000 addition including its second and third drive-in tellers' windows, a bookkeeping room, book vault and a conference room.

First National Bank, Appleton, opened a new, mechanically controlled, customer parking lot between Oneida and Lawrence streets, giving free parking convenience to customers and providing parking space for a fee to the public outside banking hours.

The Bank of Kaukauna, after being unable to come to terms with the city on a site it had tentatively chosen, has turned to the task of selecting a different location for new facilities.

## Computer Use

And finally, the computer came even more firmly into its own in Fox Cities financial houses with the opening of the Marshall & Isley Data Center in facilities rented from the American State Bank. The operation is a "satellite" center linked by telephone cable to the M&I computer in Milwaukee. Each day it updates customer savings and checking accounts at 10 north-eastern Wisconsin banks, handling some 50,000 individual

items such as checks and deposit slips.

Local bank officials who subscribe to the service call computerization the most important recent development in banking since it provides greater accuracy and speed and enables so-called "country banks" to offer the latest "big city" conveniences to customers.

Hence the arrival of daily interest payments on pass-book savings, "free checking account service and checking accounts with a built-in small loan feature which allows the user to borrow simply by writing an overdraft beyond the actual cash amount he has on deposit.

## Postal Income Tops \$4 Million

Mail Volume Also Shows Increase at Six Post Offices

Gross postal revenue for 1967 exceeded \$4 million in the Fox Cities, according to annual reports from postmasters.

This represents an increase of about 4 per cent from the previous year.

Total gross revenue from post offices in Appleton, Neenah, Menasha, Kaukauna,

Kimberly, and Little Chute reached \$4,048,025.

Appleton had the greatest revenue of \$1,793,552 followed by Menasha with \$965,380 and Neenah with \$895,994. Kimberly reported \$57,377, Kaukauna, \$191,649, and Little Chute \$44,093.

Stamp sales and metered mail and cancellations accounted for the greatest increase in revenue.

The Appleton Post Office staff handled 59,635,847 pieces of mail, an increase of more than 2.5 million from 1966. Sixty per cent of the volume went to Appleton homes while the balance was headed for

out-of-city destinations.

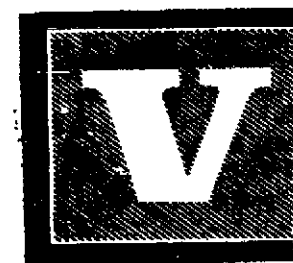
At Neenah, postal clerks handled 27,164,152 pieces and in sister city Menasha the amount was 21,647,088.

Cancellations at Little Chute totaled 442,289, Kimberly, 665,000; Kaukauna, 1,547,334; Menasha, 2,136,469; Neenah, 4,098,126, and Appleton 10,884,777.

Patron and post office meters were responsible for bringing a sizeable amount of income combined with increased rates during the year. Appleton gained about \$835,000, Neenah about \$650,000, Menasha about \$500,000, Kaukauna \$96,600, Kimberly \$15,500, Little Chute \$4,241.

## WHAT IS PROGRESS?

During 1967 our customer accounts increased from 1,092 to 2,516, and our resources increased from \$1,514,000 to \$2,499,766. Deposits increased nearly 100% from \$1,092,000 to \$2,039,530. Being a neighborhood bank we adjusted our banking hours to fit the community, and we are now open three nights a week until 8:00 P.M. To mark our second anniversary in business we announced, "The Young Fox Citian Club." We're pleased with our progress and thankful for our customers' patronage during the past year.



**VALLEY**  
*National Bank*  
APPLETON • WISCONSIN

Member of The First National Corporation

Located in the Valley Fair Shopping Center  
Member Federal Deposit Insurance Corporation

# You've just been cut in on more than \$160 million, compliments of a friend



Stuart H. Koch, C.L.U.

General Agent  
317 E. College 739-1155 Appleton, Wis.

Northwestern Mutual Life Insurance Co. Men Serving  
You in the Fox Cities Area . . .

APPLETON—NEENAH—MENASHA  
George H. Cameron, C.L.U.  
Robert K. Jennings  
Thomas Rooyackers  
H. Karl Schuetter  
John Bojarski

KAUKAUNA—KIMBERLY—  
LITTLE CHUTE  
Francis G. Rooyackers  
George A. Rooyackers

BRILLION  
Thomas Goddard  
NEW HOLSTEIN  
Gerald G. Kamps

NEW LONDON  
Raymond G. Kamps, C.L.U.

# Northwestern Mutual LIFE INSURANCE COMPANY



# 18 of the 113 reasons why you bank better at the First National Bank of Appleton



**A** bank is only a building until you add people. The right kind of people. Knowledgeable, helpful people. This bank has them. 113 to be exact.

They've made us "the helpingest bank in town."

Our customers seem to like the job we're doing for them. Last year, they boosted their total deposits up \$10,200,000 over the previous year. And our total assets have grown to a new high, now over \$83,000,000.

We're grateful for the confidence placed in us. Count on us to continue providing everything that adds up to full-service banking at its finest. (Including even more convenient parking in our big new parking lot.)



*the helpingest  
bank in town*

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

# Must Be Greater Public Awareness Apathy Fails to Slow Pollution Fight

BY FREEMAN HOLMER  
Administrator, Division of  
Resource Development

What you don't see can hurt you!

This is becoming increasingly evident as Wisconsin expands its program of environmental protection, centered in the Division of Resource Development of the Department of Natural Resources.

We flush away our wastes and forget about them. Most people neither know, nor care especially, what happens to them afterward. Out of sight is out of mind.

Towering smokestacks puff leisurely in the daytime and concerns for air pollution are

Wisconsin has enacted pioneering law in the Water Resources Act of 1965, and has buttressed this with basic air pollution and solid waste disposal legislation, enacted in 1967.

## People Are State

But the implementation of these laws is limited by the attitude, apparently shared by many, that this is a State program.

It is, and must be if it is to be effective, the State's program.

Our pollution problems cannot be solved by the stroke of a pen — either that held by the governor as he signs new laws, or that of the division administrator as he signs an abatement order.

These actions, in fact, are a confession of failure. They are remedial measures, taken in recognition of the fact that some special interest, or society in general, has permitted an adverse situation to develop.

Neither the law nor the order corrects the situation of itself. They prescribe action, ultimately enforceable through the courts, but the action occurs only when the polluter — an individual, industry or municipality — accepts the responsibility of identifying the problem and underwriting the cost of its correction.

## Abdication

Abdication of this responsibility leads to one of two routes: 1. Ruination of the environment due to abuse and

That there are conditions crying for improvement is evidenced by the most recent survey of the Lower Fox River and Green Bay.

The Division's biological investigators, writing about conditions midway between Lake Winnebago and Green



Freeman Holmer

Bay, reported these findings: "Profuse slimes, rising bubbles, sludge chunks, wood chips, and dead snail shells were noted at sampling sites in this portion of the river."

Since the last state survey in 1955, the pulp and paper industry has instituted new practices and additional secondary sewage treatment facilities have been built.

Taking all factors into consideration, the researchers concluded:

"Some municipalities are in need of improved facilities and industry must reduce its pollutional load to alleviate undesirable conditions. Substantial improvements are needed to meet the proposed water quality standards."

## Abatement Orders

As a result of the January 18 hearing at Appleton, abatement orders will be issued to polluters in the Fox River Valley. While recognizing that most communities have been taking action to cope with pollution, these orders reflect the fact that they are barely keeping pace with their own growth. With increasing urbanization and industrialization, we must be aware that the task will never be "complete."

In these programs for environmental protection, the Division of Resource Development has its assigned role, and constantly seeks ways to make its contribution more efficient and effective. This role was substantially expanded in 1967 as the legislature assigned to the Division responsibility for air pollution and solid wastes disposal programs.

These are reflected on the divisional agenda for 1968, which includes these five major items:

1. Writing of a comprehensive water resources management plan, due for completion by July 1.
2. The adoption of intrastate water quality standards. Public hearings have been held and these criteria will be applied to inland lakes and streams as soon as related interstate standards are approved by the Secretary of the Interior.

## 1968 Programs

3. Adoption of air pollution control standards and development of a statewide program and local support for their achievement.
4. Adoption of standards for control of solid waste disposal

and a program for licensing waste disposal sites.

5. Recommendations with respect to a system of effluent charges, with a report to be delivered to the 1969 Legislature.

Other important programs must be implemented in 1968, including training and certification of waterworks and sewage treatment plant operators, and the implementing of standards for shoreline and flood plain zoning.

Municipalities will find it easier to construct pollution abatement facilities as the result of a new state program begun late in 1967. This provides state financial assistance of 25 per cent of the eligible project cost, which is in addition to federal aid which can represent as much as 55 per cent of the project.

The doubling of the division's professional staff in the past year has speeded many activities, including the review and approval of plans for water supply and sewerage projects. During 1967 there were 938 sets of plans approved, indicating a measure of the momentum of the state's water quality program.

Other programs designed to protect the public interest saw 381 well drillers and 1,588 pump installers registered through the division. Septic tank servicers must be licensed, as 264 were during 1967. High-capacity well applications were reviewed and approved in 96 instances.

## 10-Year Goal

All outstanding pollution abatement orders were reviewed. Although a majority of polluters has reached the compliance or near-compliance stage, 40 orders were referred to the attorney general for prosecution. New orders were issued in 23 instances, and many others amended.

This partial catalog of the kinds of business that occupy the center of the division's attention indicates that the state's concerns are much broader than a pollution abatement effort.

Operations of the division will undergo further reshaping

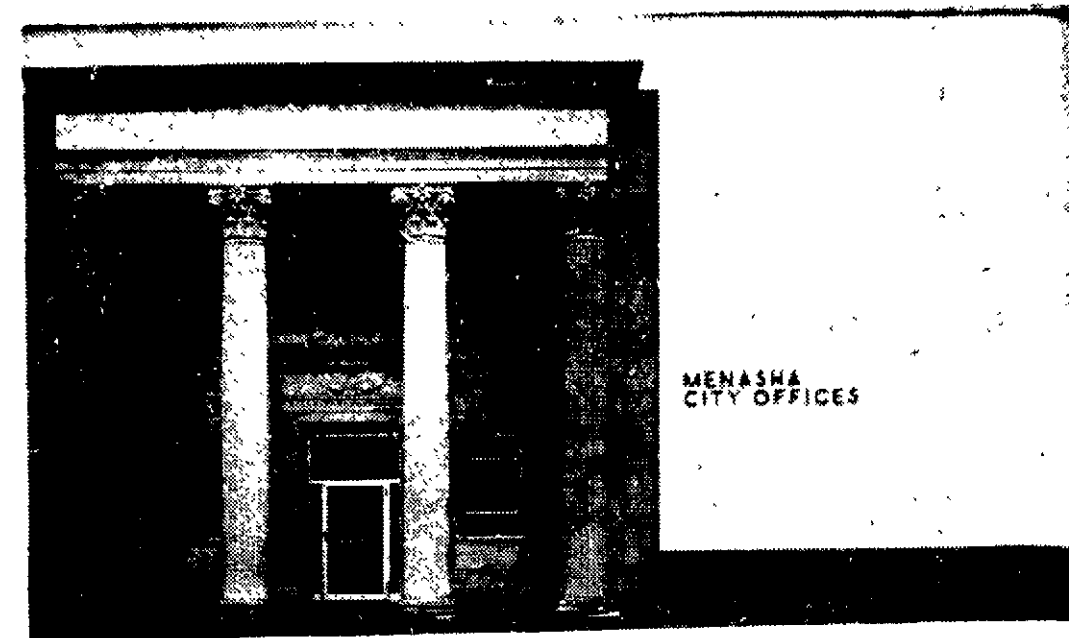


this year as the merger with the Conservation Division into a new Department of Natural Resources is completed on

July 1. We look for a strengthening of the program through this merger.

As a working objective, the department has already established the goal of reaching proposed water quality standards within 10 years, with further upgrading as technology permits. Experience gained in the "clean waters" program should expedite the new efforts directed at air pollution and solid wastes disposal controls.

In the final analysis, of course, success in preserving a healthy environment depends not upon program but performance. The community whose citizens are concerned and alert to their own shortcomings will provide that performance. Without this cooperation, the State's program cannot succeed.



Enlarged and Modernized city government headquarters were a major accomplishment of Menasha officials during the past year. The front of the completed building disguises the fact that it was once two separate bank

buildings built side-by-side, one before and the other after the turn of the century. The city had occupied the older building prior to the renovation, which cost about \$110,000. (Post-Crescent Photo)

## Holmer Veteran Administrator

Freeman Holmer, a veteran public administrator, is the head of the state division of resource development which has become a part of the state department of natural resources as a result of the Kellett state government reorganization bill of last year.

Formerly a high ranking officer of the state of Oregon, he was chosen to direct the strengthened state water pollution program ordered by the legislature of 1965, following a nationwide search for candidates for the sensitive and responsible assignment.

This year the legislature added to his division's responsibilities the supervision of shoreline zoning by the counties, the establishment of a program of state-wide air pollution control, and supervision of solid waste disposal in localities.

the furthest from our minds. If we could see what emits when some of those stacks are "blown" after dark, would we also blow ours?

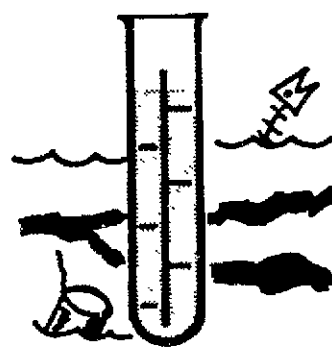
The city council discusses combined sewers and, to the unknowing, it suggests efficiency. As long as these sewer contents never back up into our basement during a storm, why be concerned. We won't see that bypass valve open that may allow raw sewage to run into the lake or stream.

## Reject Responsibility

Spring floods are stirring sights, at least when our property isn't threatened. Besides, no one ever told us that the crest might pass harmlessly if we had not built our monuments to society on the river's flood plain.

As homeowners and good citizens, we take out the garbage every week. If the garbage men drop a scrap in the street, we let them know about it, too. But the trash can blow around at the dump and rats infest the place without causing us any qualms. That is someone else's responsibility.

These illustrations may be exaggerated, but the point they make is this: Environmental pollution problems will never be completely solved until a majority of us recognize them and demand solutions.



neglect, or 2. a totalitarian regime which obtains results by robbing the individual of his freedom of choice.

Either of these alternatives is, or should be, abhorrent to an American citizen.

There has been an awakening in Wisconsin and the country to the need for protecting our basic resources. Irritating smog, ugly collections of trash, and foully polluted waters have intruded on our complacency.

But the tendency remains to view these troubles from a safe distance — to focus attention on Lake Erie, Los Angeles, the Milwaukee River, some giant industry. With the gaze thus transfixed, the wallow at one's feet can almost piously be ignored.

While we must be aware of what others are or are not doing, our first concern must be with our own accomplishments.

## Fox River

What do you really know about your own community's sewerage system; garbage disposal practices; air pollution potential; industrial waste problems?



Discover a  
World of  
Banking Services

at . . .

KIMBERLY STATE BANK

## 2 New Customer Services

- FREE CHECKING ACCOUNTS
- DAILY INTEREST ON PASSBOOK SAVINGS

Our Interest Is For Your Financial Growth

KIMBERLY STATE BANK

MEMBER F.D.I.C. — 788-4111 — KIMBERLY

## YOU CAN INSURE WITH INTEGRITY MUTUAL IN ALL THESE LINES:

- City Fire
- Extended Coverage
- Homeowners
- Business Interruption
- Earnings Insurance
- Farm Fire
- Farm Wind and Extended Coverage
- Storekeepers Burglary
- Storekeepers Liability
- Owners, Landlords and Tenants Liability
- Special Multi-Peril Policies
- Manufacturers and Contractors Liability
- Farm Liability
- Farmowners
- Comprehensive Personal Liability
- Broad Form Personal Theft
- Glass
- Automobile (Liability, Physical Damage, Uninsured Motorist)
- Outboard Motor Boat (Physical Damage, Liability, Uninsured Boaters)
- Workmen's Compensation
- Inland Marine
- Credit Card Insurance



# PROTECTION!!

The basic purpose of insurance is "protection!"  
Your insurance company . . .

- Should have all the coverages necessary for your home, farm, car or business!
- Should have an active loss prevention service to make your homes and businesses safer places to work and live!
- Should be operated for your benefit with savings passed on to you in reduced insurance costs!

Rated "A" + (Excellent) by Best's

**Integrity Mutual**  
INSURANCE COMPANY

526 W. Wisconsin Ave.

Appleton

734-4511



# County Added Four Programs Filled Year for NE Commission

BY ARLEN BOARDMAN  
Post-Crescent Staff Writer

Northeastern Wisconsin Regional Planning Commission initiated several major natural resource conservation programs within its nine member counties during 1967.

The broadening scope of activities has necessitated its nine professional planners to develop more coordination among counties and inter-related projects.

The planning group also felt some growing pains. Florence County became the ninth member last fall.

The organization was established in 1962 by seven counties under the direction of Gordon A. Bubolz, chairman. It added Waushara County in 1964.

Looking back on 1967, William Morris, executive director, recounted no single outstanding project but cited four which he felt were equally important. These concerned land use, a hydrological study, a sewer and water study and a community services program.

## Water Law

Drawing particular attention during the latter half of 1967 was the regional planning commission's efforts to coordinate its members' compliance with the new state water law.

This program includes individual county adoption of flood plain ordinances, sanitary codes, and subdivision regulations to comply by the extended April 1 deadline.

Two other major projects instituted during 1967 were the hydrological study and the water and sewer program. Both are long-range comprehensive studies and expected to take about two years to complete.

The hydrological study involves weekly sampling and testing of 107 monitoring stations to establish basic data for water resource pollution abatement programs.

The water and sewer study, to be completed early in 1970, was made possible by a \$120,000 Farmers Home Administration (FHA) grant last August. This program involves identification of communities with 5,000 or less population with high priority needs for water and sewer systems.

## Park Programs

The regional planning commission has 12 park and outdoor recreation planning programs which were developed during 1967 and should be completed this spring. Six of these are comprehensive county park programs and six individual community projects.

Charles Hervey Jr., chief

park planner, said the individual community park planning programs are financed by the communities while county projects come through commission funds. The commission is supported by member counties and federal and state grants.

The regional planning commission coordinates applications for Land and Water Conservation Act (LAWCON) funds for acquisition of land and water resources for outdoor recreational purposes. The Town of Greenville recently received its LAWCON request to purchase an additional eight acres for its present park.

LAWCON will match local unit's funds for acquisitions and for some further develop-

ment of outdoor recreational sites.

## Land Use Plans

Gerald Paul, chief hydrologist, recently made application for a second federal hydrological grant to continue the monitoring program. The initial one-year grant, \$10,275, matched the counties' share to start the program.

The water and sewer program, under the direction of Frank Hedgcock, is a four-phase project to develop individual county land and water use plans and a comprehensive land use plan.

The first of four \$30,000 FHA checks was received following the completion of the first phase — gathering existing data — in December. The second phase which includes studying existing county populations, economic bases and population distribution, should be complete in a few months.

The regional planning commission has a growing task of coordinating local, state and federal agencies in planning and implementing natural resource preservation programs. It is fast becoming a center of data and professional advice in land and water related projects, according to Morris.

## 3 Counties Advance Proposals Park Plans Boomed in 1967

Recreation in the Fox Valley received a big boost in 1967 as three counties took steps to improve their park systems.

Receiving major attention were a 10-year park plan proposed for Winnebago County on Mosquito Hill near New London.

Calumet County improved its park on Lake Winnebago by adding nature trails and extending the fishing pier and boating dock at its marina. The state's first recreation village near High Cliff also continued to be developed.

Winnebago's new park will be located on 252 acres of county farm land and will be developed over a 10-year program, with an estimated cost of about \$812,000.

## Two Phases

Phase I, which is proposed for 1970, will include roads, signs, swimming lake, bathhouse, sledding hill, picnic areas, parking lots, landscaping, hiking trails and a nine-hole golf course.

Proposed for construction in Phase II (1971-1977) are a children's zoo, ball diamond, flower garden, court game areas and a wildlife area.

The Winnebago County

Board allocated \$50,000 at its annual meeting in October for the park, plans for which were drawn up by the Northeastern Wisconsin Regional Planning Commission at the request of the county's Park and Recreation Committee.

The Outagamie County Board of Supervisors closed out the year still debating the Mosquito Hill project.

The proposed park would include facilities for picnicking, boating, fishing, trails, skiing, sledding and sightseeing. An estimated 8,000 feet of Wolf River frontage is included in the proposed park area, which would be developed through cost sharing by the county and Land and Water Conservation (LAWCON) funds.

Calumet County spent over \$21,000 during the past year to operate its park. Nature trails totalling 2.06 miles were developed, in addition to maps for directing hikers through the park.

Park buildings were stained, trees planted, equipment purchased and a retaining wall constructed on the east side of the harbor, improving the fishing and boating dock.

Developers of High Cliff, Inc., changed their plans from

an 18-hole and par-three golf course to a 27-hole course.

The first nine holes of the course near Sherwood were completed during 1967, except for the greens. The rest of the course will be finished this year, and limited use is expected during the latter part of the season.

A clubhouse is scheduled to be built this year, with the entire course ready in 1969. A 250-unit luxury motel is expected to open in the spring of 1970.

## Lake Built

About 55 residential lots were platted and 3,000 feet of road reconstructed and deeded to the Town of Harrison, with another half mile under construction.

A nine-acre lake was added to the recreation area and natural gas lines extended to serve the complex, which will have underground telephone and electrical cables.

Tests delayed federal funds for helping to pay for community lakes at Bonduel, Manawa and Iola, while Freedom and Shiocton began discussing parks which would include lakes.

Architects were being inter-

Sunday, February 25, 1968

The Post-Crescent F 5

## Appleton Paces City Building

CONTINUED FROM PAGE 1

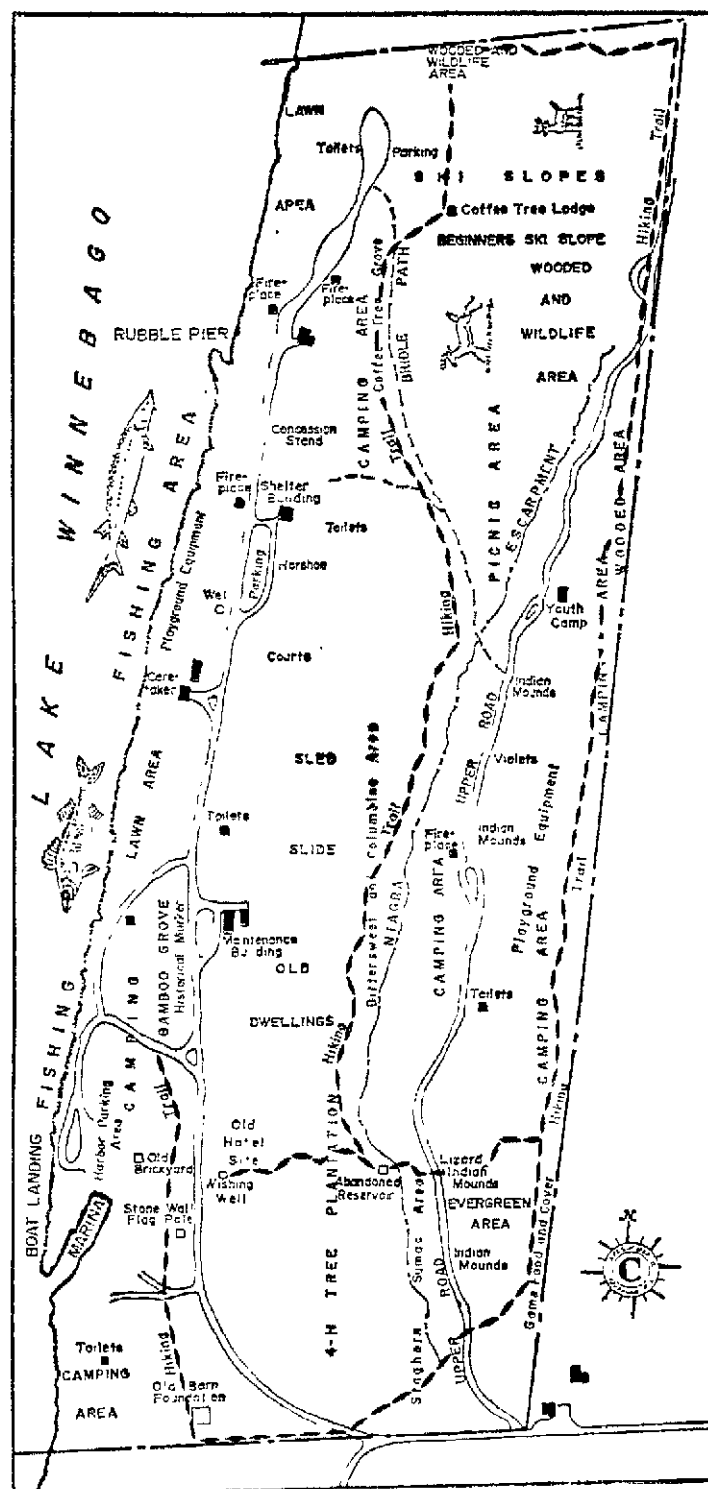
referendum on the proposed building this spring. The new facility will include a library, police and fire department quarters, a community center and village offices.

No major projects were completed or are scheduled for the near future in Little Chute; however, Combined Locks officials expect to build a new post office building in the near future.

Combined Locks officials reported they hope to let bids during 1968. They said some land owned by Combined Locks Paper Company is available for the structure.

A long range project for Appleton, which also might involve a request for federal aid, may be a high-level bridge to serve the downtown area. Officials are making a feasibility study which should be completed within a year.

Another Appleton project was the purchase of the old Outagamie County airport property, a total of 185 acres for \$480,000. The first parcel, 32 acres, was purchased for \$2,100 per acre, and the other 153 will be bought for \$2,700 an acre.



The 200-Acre Calumet County Park on Lake Winnebago was improved during 1967 by the county with the marking of hiking trails, improvements to the marina and boat landing and with the additional of other facilities.

# We're banking on the future

Invest your money with safety  
and earn up to

# 6 <sup>3</sup>/<sub>4</sub> % INTEREST

CHURCH SCHOOL HOSPITAL BONDS

Sounds Wonderful? ... It Is!

For over fifty years we have specialized in underwriting Church, School and Hospital Bond issues, and as America's largest underwriter we offer and sell Institutional Bonds to thousands of investors from coast to coast.

Our issues have been carefully selected so that they offer you safety, convenience, and attractive interest yields, currently up to 6 <sup>3</sup>/<sub>4</sub>%. You may invest \$500 or more and select a maturity from 1 to 10 years.

You will also feel a deep sense of satisfaction in knowing your money is helping the growing needs of our nation's private institutions dedicated to religion, education and health.

For further details, please mail the coupon below.

America's largest exclusive underwriter of institutional bonds.

New York • Chicago • St. Louis • San Francisco • Minneapolis • Milwaukee • Toledo • Memphis • Dubuque  
La Jolla • Appleton • Green Bay • Madison • Fond du Lac • Fort Atkinson • Kenosha • La Crosse • Wausau  
Rockford • Springfield • Peoria



**B. C. ZIEGLER and COMPANY**  
James I. Fitzgerald, Res. Mgr.

—219 W. College Ave., Appleton—Phone: 739-2364

Home Office: Security Building • West Bend, Wisconsin

I EXPECT TO HAVE \$..... TO INVEST.

NAME.....

ADDRESS.....

CITY.....STATE.....ZIP.....

Please send me information  
regarding Church,  
School and Hospital Bonds  
up to 6 <sup>3</sup>/<sub>4</sub>%.

Progress demands a certain touch. Like the personal touch attention to every banking service and transaction at Appleton State Bank.

Progress also demands that your banking needs be met in one convenient spot (like our banks located for your convenience in Appleton, Dale, Fremont, Hortonville and Shiocton).

In 1967 we added two exclusive new services: Personal Reserve Accounts and Check Guarantee Cards. We also started a new branch building in Hortonville.

For the future, we will develop new services and facilities to keep in step — and always just a little ahead — of the personal banking needs of our customers. Won't you progress with us in 1968?



**APPLETON STATE BANK**

... the bank with the personal touch

MEMBER FDIC AND VALLEY BANCORPORATION

No Time Wasted

# VTE-12 Officials Look to Future in New Programs

BY MAIJA PENIKS  
Post-Crescent Staff Writer

Whatever faults the Vocational, Technical and Adult Education District 12 (VTE-12) administration may be accused of, wasting time is not one of them.

In six short months, research on future needs has been started, new programs initiated and expanded, and equipment replaced in existing schools.

At the present time, 10 full-time two-year associate degree programs in technological fields, 15 vocational certificate programs and 514 sections of evening classes are offered in the 25-school district area.

One great behind-the-scenes highlight is the escalation of programs in outlying schools.

At the present time, 24 of the 25 districts have some program going, an increase of 18 schools over the past year.

## New Programs

Plans for the fall term include three new day programs, two evening programs, expansion in various other areas and an undetermined number of part-time evening classes.

All these expansions, both in physical facilities and courses, are a result of the projected increase in enrollment, according to William Sirek, area director.

"We have to keep thinking to the future because the past has shown us that vocational education is on the rise.

counting, industrial accounting, data processing programming, secretarial science, marketing and banking and finance fall in the two-year associate program.

The current 15 vocational programs, some of which may be evaluated for associate degrees, include agri-business in farm machinery, dairy equipment and supply, chemicals and fertilizers, feed, seed and farm supply.

Trade and industry has auto mechanics, auto body repair, machine shop, metal fabrication, fluid power and hydraulics.

Business and marketing deals in general clerical, stenographic and petroleum marketing.

About 600, an increase of 125 students, are registered in the part-time apprentice programs during the day while the evening courses, divided into three branches, draws about 4,000 a semester an increase of \$1,500.

## Avocational

This latter area is divided into occupational extension courses for people employed, to help upgrade the work and keep them up with the technical changes; home improvement, for housewives who may need help in such things as money management; and avocational, courses which some day may help supplement the family budget.

"Many of these who fall in

the avocational category are now using such skills as upholstering, clothing and knitting as a means of income," Sirek said.

A total of 85 full-time instructors and a call staff of about 150 for evening programs are used in the entire district. There are 28 at Appleton, 38 at Oshkosh, 9 at Neenah, 7 at Kaukauna and 3 at Menasha.

The regular full-time staff has not increased much this year but more people will be needed as the program grows, said Sirek. The evening call staff of 150 has increased by about 25-30 instructors.

More than \$43,000 has already gone into the purchase of new equipment. Of this, \$14,000 was put into the printing department and \$21,000 in the electronics area at Appleton while \$8,000 was used to replace obsolete hardware at Oshkosh.

## Evening Courses

All the present equipment which has not become obsolete will go into the central facility when it is constructed, Sirek said.

New programs in day and



The New \$387,000 church edifice and Christian education facility of the Congregational United Church of Christ was dedicated Sept. 24, 1967. The church is located at 1511 Nicolet Blvd., Neenah. The building is able to seat 334 persons, including

a 31-person choir, while the classroom wing will accommodate 175 students. The congregation was known earlier as the First Congregational church and observed its centennial in 1953 and has approximately 712 members. (Post-Crescent Photo)

## Weyauwega Plans Park Development

Swimming Pool,  
Other Facilities  
Proposed on Site

BY HELEN RADTKE

Post-Crescent Correspondent

WEYAUWEGA — The city purchased 13 acres of land in 1967 which will be developed into a park under a long range plan with the cooperation of local civic organizations.

A federal grant of \$4,770 was received from the Bureau of Outdoor Recreation to aid in the purchase of the land which cost \$8,000.

Dr. L. Maasch heads the committee which consists of representatives from the four local organizations who will aid in the future planning of the park.

Volunteers began clearing away brush and removing dead trees this summer. Future plans for the park include a swimming pool, picnic facilities, tennis courts and a children's play area.

## New Quarters

One of the city's leading industries, The Taylor Cheese Corp., moved into a larger building on North Mill Street in June. The present building was remodeled to meet their needs with offices, reception room and nine storage coolers.

The firm employs 25 people who package from one to two million pounds of cheddar cheese each year under the brand name "Taylor Maid".

Construction of a new fertilizer storage plan began in October by the Farmers Union Exchange. The building is 100 by 60 feet in size with a capacity of 900 tons. When completed it will be purchased

by the Weyauwega Union Co-op. Bulk fertilizer will be received at the plant and will then be blended and bagged.

## Remodel

A new business in the city is Kathy's Bazaar Shop featuring women's fashions which opened in January. The shop is decorated in a very unique fashion and handles an exclusive line of women's clothing.

Merchants continued making improvements, remodeling interiors and exteriors of their buildings. Those taking on a new look are Meidl's Meat Market, A & W Rootbeer Stand, Don's TV, Ben Franklin, Wiesman Motors, Koplien's Coast to Coast, and the Gamble Store.

Seven business places went under new ownership and management during the year. They are Shelp Drug Store, Quality Feed and Seed, Bauer Furniture, Cline-Hanson-Dahlke Funeral Home, Billington Beer and Liquor Depot, Hinz Food Market, and Corner Bar.

## Plan Schools

Elected of the joint school district approved a \$1,485 million building program by referendum in November.

The new program includes addition onto the present schools here and in Fremont, the conversion of the present high school to a junior high, and the construction of a new senior high. Construction is expected to begin early this spring.

Several residents drew state wide recognition through their own achievements. They are Miss Ann Hutchinson, governor of Badger Girls State; Miss Patricia Peters, state honey queen; Miss Barbara Prideaux, fairest of fair princess and second runner-up to the state queen at the state fair; and Mrs. Clarence Radtke, president of the central region of Wisconsin Garden Clubs.

A Jaycee chapter was organized in December by 25 young men in the area. The local chapter was the first to organize in the state since July.



Enrollment has been going up by about 25 per cent for the past four years and went up by 30 per cent last year alone," Sirek explained.

Enrollment in Appleton and Oshkosh, the two schools offering full-time programs (the 10 two-year associate degree programs and the 15 one and two-year vocational programs) went up to 900 this year, a hike of about 150 over 1966-67.

## Associate Degree

Electronics, mechanical design, auto technology, conservation technology, general ac-

# if you're not making waves . . . you're standing still

M

any financial problems can't be solved with formulas or slide rules. They call for creative banking judgement — from a bank that's not afraid to make waves.

We are that kind of bank . . . a bank that welcomes new challenges.

MEMBER: THE MARINE CORPORATION

## The National Manufacturers Bank of Neenah

The new management of Universal Travel Service cordially invites you to "Go Continental!"

Explore the grandeur, adventure and romance of Europe, Mexico, or the Far East

Discover the best ways to go, the special fares that will save you money

Learn about meals, entertainment, and hotels

You will receive the most exclusive care and assistance from our courteous, experienced personnel

We are looking forward to sharing "our world" with you.

UNIVERSAL TRAVEL SERVICE

W. Foster St. Appleton 739-6141



# Everyone Is Looking At Us . . .



Reconstruction and beautification of College Avenue brought national attention to the City of Appleton. However, there have been other notable projects completed in the city.

Several industrial expansions have been announced. Multi million dollar shopping development in downtown area.

To keep step with progress, your city officials continue to plan and execute projects for today, tomorrow and the future.

## PROJECTS COMPLETED

- COLLEGE AVE. RECONSTRUCTION
- SOLDIERS SQUARE PARKING RAMP
- APPLETON EAST HIGH SCHOOL
- HIGHLANDS ELEMENTARY SCHOOL
- 30,500 FT. OF SIDEWALK
- 18,000 FT. OF CONCRETE PAVEMENT
- 15 MILES OF STREET RESURFACING
- 13,000 FT. OF SANITARY SEWERS
- 25,000 FT. OF STORM SEWERS
- 16,000 FT. OF GRADING AND GRAVELING
- 295.42 ACRES ANNEXED TO THE CITY

## PROJECTS UNDER CONSTRUCTION

- GOODLAND FIELD RENOVATION
- FIVE MILES OF STREET RESURFACING
- DEVELOPMENT OF OLD AIRPORT AS INDUSTRIAL PARK

# City of Appleton

MAYOR—George L. Buckley

CLERK—Elden J. Broehm ASSESSOR—John A. Pierre TREASURER—Ray L. Feuerstein ATTORNEY—David G. Geenen  
Ald. John F. Ayers, COUNCIL PRESIDENT

## ALDERMEN

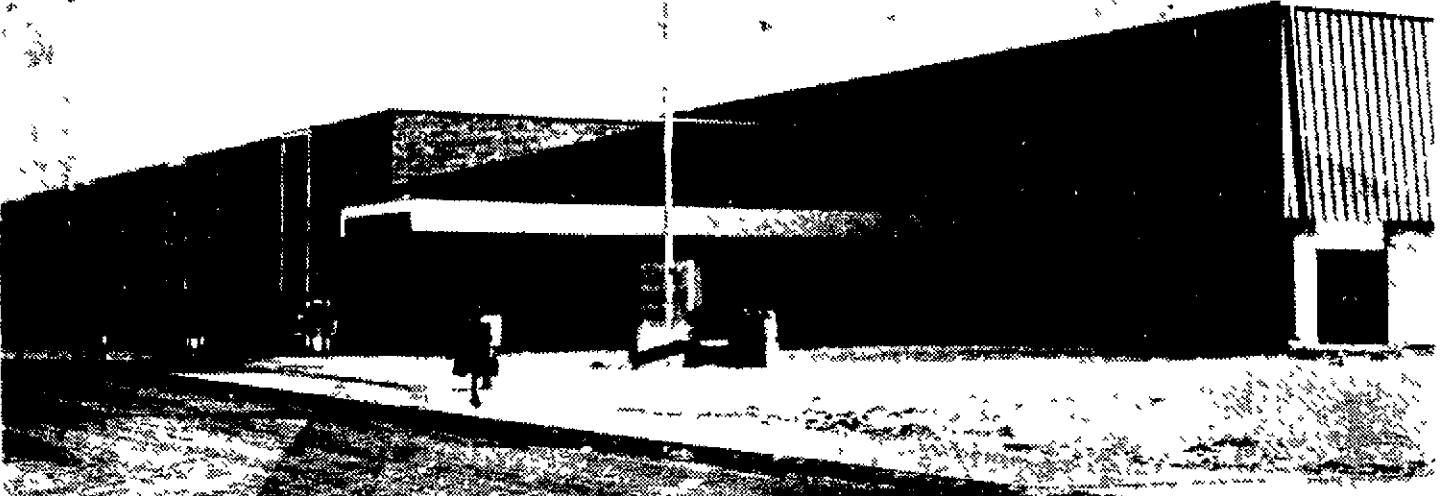
1st WARD—Richard G. Huisman  
2nd WARD—Walter Kalata  
3rd WARD—William H. Wachtendonk  
4th WARD—Al. Stoegbauer  
5th WARD—Alvin E. Tews  
6th WARD—Eldred J. Mullen  
7th WARD—Mark S. Catlin, Jr.

8th WARD—R. P. Groh  
9th WARD—James F. Bethke  
10th WARD—George Schwarzbauer  
11th WARD—Arthur J. Hoolihan  
12th WARD—John F. Ayers  
13th WARD—Glenn W. Thompson  
14th WARD—Rolance Pointer

15th WARD—William F. Errington  
16th WARD—Clifford H. Radder  
17th WARD—Orville A. Strutz  
18th WARD—John M. Steidl  
19th WARD—Ralph C. Gertsch  
20th WARD—Norman E. Beyer

## PROPOSED PROJECTS

- ENGINEERING REPORT ON ONEIDA ST. HIGH LEVEL BRIDGE
- SOLDIERS SQUARE PEDESTRIAN MALL
- NEW POST OFFICE
- MCKINLEY ELEMENTARY SCHOOL
- MADISON JR. HIGH ADDITION
- RECONSTRUCTION OF FOSTER STREET AND PORTIONS OF DREW AND ATLANTIC STREETS
- NEW GENERAL SERVICES ADMINISTRATION BUILDING
- SANITARY INTERCEPTOR TO SERVICE OLD AIRPORT INDUSTRIAL PARK
- FIVE MILES STREET RESURFACING
- CONCRETE PAVEMENT—TWENTY ONE STREETS
- ASPHALT PAVEMENT—SEVEN STREETS
- CURB AND GUTTER—EIGHT STREETS
- 12,000 FT. OF STORM SEWERS
- 16,000 FT. OF SANITARY SEWERS
- 17,000 FT. OF GRADING AND GRAVELING



The M. J. Gegan Elementary School, newest and first air conditioned school in the Menasha Joint School District, has been in use since September, 1967. The \$1 million, 20 classroom, building was

designed by Sauter and Seaborne Assoc., Appleton, and built by P. G. Miron Construction Co., Menasha. Open house will be held in early March at the school named for Supt. M. J. Gegan (Post-Crescent Photo)

# Property Values Top \$1 Billion in Fox Cities

## Appleton, Kaukauna Show Biggest Increase

Property values in the Fox Cities region shattered the \$1 billion mark in 1967 and are still climbing.

The glowing report is based on official records on file at the Fond du Lac office of the State Department of Taxation's director of district assessments.

Equalized (full) valuation of all property in the 10 communities — four cities, three villages and three towns — forming the regional complex showed a \$47.9 million increase over 1966 to total \$1,001,738,110.

However, the rise fell far

although the Town of Grand Chute recently authorized one.

Property values are growing the fastest in the Upper Fox Valley communities, according to Donald J. Sherman, whose assessment district is comprised of 16 counties in East-Central Wisconsin.

He reported heavy growth in the area reaching from Oshkosh through Neenah-Menasha, Appleton and Green Bay, and added that Manitowoc and Sheboygan were "picking up, too."

However, the fastest growing area in the state's assessment district, Sherman said, was in Washington County — especially West Bend which has become a part of the Milwaukee metropolitan area and is getting the overflow

## 1,144 Stores 1967 Retail Sales Top \$180 Million

**Special to The Post-Crescent**

NEW YORK — Retail sales in Outagamie County climbed an estimated 3.2 per cent in 1967 to \$180,742,000, based on preliminary reports from a national survey conducted by the Department of Commerce.

The county has 1,144 retail establishments, an average of one for every 101 residents. The average in the United States is one for every 114 persons and the average in the mid-western states is one for every 115 persons.

The survey lists a total of 704 retail stores in the county which employ one or more persons. The other 440 retail establishments are family-owned and operated without outside help.

Among the retail outlets in the county that have sales

### Valley Sets Pace

"All the central cities in the Valley have shown good growth," Sherman said, "but the fastest pace is being set in the Upper Fox Valley."

The 1967 equalized valuation totals for the Fox Cities were:

- Appleton, \$356,946,500.
- Neenah, \$167,211,990.
- Menasha, \$108,893,680.
- Kaukauna, \$85,003,600.
- Little Chute, \$21,025,040.
- Kimberly, \$48,309,400.
- Combined Locks, \$21,841,530.
- Town of Neenah, \$28,154,670.
- Town of Menasha, \$98,935,250.
- Town of Grand Chute, \$67,416,450.

### Town Growth

All of the towns in the region — enjoying accelerated industrial and residential growth — showed marked increases in value over the previous year.

The Town of Grand Chute posted a \$3,918,370 gain and Town of Neenah had a \$2,570,340 increase.

Sherman explained that the bigger a community gets and expands, the harder it is for

There has to be a reason for a bank to grow like this . . .

and there is . . .

- CUSTOMER CONVENIENCE
- TOTAL BANKING SERVICE

Year	Resources
1906	\$29,118
1926	\$425,109
1946	\$2,451,226
1967	\$6,037,629

RESOURCES

**Bank of LITTLE CHUTE**

Little Chute, Wis.

# Oshkosh Joins Planning Unit COG Meshes Community Efforts

BY ARLEN BOARDMAN  
Post-Crescent Staff Writer

Fox Valley Council of Governments (COG) soared to new heights in regional planning influence during 1967.

The regional planning unit, organized in 1956 as Wisconsin's first, became an organization governed by member community representatives late last spring. It changed its name from the Fox Valley Regional Planning Commission.

Its sphere of influence in the Fox Valley also got a boost with the addition of Oshkosh as its 13th member. Oshkosh officials applied for membership early last fall.

"With Oshkosh officially becoming a member Jan. 1, we have broadened our area of concern to include the full extent of the two-county complex," he said. And this means Oshkosh will be included in all major metropolitan program considerations."

However, these growing pains did not hinder the continued progress of the 12-year-old regional planning organization.

including a solid waste disposal study.

They also saw continued implementation of their East and West College Avenue expressways plans, and Winnebago County supervisors appropriate \$100,000 for securing right-of-ways and appraisals concerning a COG-planned bridge across Little Lake Butte des Morts.

Franchett said the reorganization of the planning group has played a major role in bringing implementation of its region-wide projects.

"Our projects are determined by member community officials who know the needs of their respective communities," he said. "If they favor a program, chances are they would like to implement it in their communities."

Formerly the planning group took on programs which they had to be "sell" to the individual communities. There was no governing body of member community officials.

**Regional Programs**

Franchett felt the reorganization increased coordination of certain programs, which should be implemented on a regional rather than individual community basis.

A regional planning organization also has a better chance of securing federal aid for its programs since these projects usually include sev-

eral communities, Franchett added.

COG applied for federal aids in both programs in December. The Department of Health Education and Welfare is expected finance two-thirds of the solid waste study, or \$25,500, and the Department of Housing and Urban Development should carry two-thirds of the cost of the water and disposal program, or \$107,000.

Franchett said he expected the HEW application to be reviewed this month and the HUD application in March. The projects should be completed by the spring of 1969.

**Federal Aids**

During 1967, COG completed its two-year soil survey, which included the mapping and surveying in cooperation with the United States Department of Agriculture. This survey, completed in June, provided a

detailed identification of the region's soils.

Two-thirds of the \$50,000 program was financed through HUD while COG and the United States Soil Conservation Service equally shared the remaining cost.

The soil data will be available for consideration in construction, engineering projects, transportation programs and recreational developments.

The College Avenue projects include an expressway of about three miles of four-lanes west to Outagamie County Airport and six miles on the east end stretching toward State 55, south of Kaukauna. Construction has begun on the western expressway and the engineering plans have been drawn up for the eastern one. Grading and road bed work will begin this summer on the eastern strip.

These expressways will facilitate travel from one community to another, Franchett said.

The Little Lake Butte des Morts plan, which took another step toward realization with the Winnebago appropriation, will either come from US 41 to the Ninth Street area in Menasha or from Prospect Avenue near the Winnebago-Outagamie border. Franchett said the COG plan called for completion of the bridge around 1985.



## We Renew Our Pledge to You

We pledge to serve you, completely and well . . . and that pledge finds fulfillment in performance.

Its signature is our record of integrity and experience, its seal our unswerving dedication to the interests of this community and its people. Its proof is delivered, day after day, in terms of complete banking services, with all that modern banking facilities and sound financial advice can add to such services.

As we review past progress and look forward to still greater achievements, we take the opportunity to renew our pledge, and to rededicate ourselves to the principles of service which are the very foundation of this bank and its customer relations. We hope you'll take the opportunity to visit us, soon.

THESE ARE BUT SOME OF OUR MANY BANKING SERVICES

- Checking Accounts
- Savings Accounts
- Personal Loans
- Mortgage Loans
- Safe Deposit Boxes

*"The Friendly Bank on the Corner"*

# Bank of Menasha

Menasha's Oldest Bank Member Federal Deposit Insurance Corp.



# Automobile Has Changed Society

MADISON — Sixty years ago Wisconsin registered 1,481 horseless carriages. Today our state has 2,069,000 motor vehicles, or 1,400 times the number seen by our forebears just six decades ago.

It is clearly evident in all of our lives that society today has changed drastically from that of our grandparents and even our parents.

Sixty years ago fewer than 2,000 citizens could boast that they owned motor vehicles. Today 2,350,000 of our citizens are vehicle owners or operators, and nearly half of these are women. Many families have two cars in their garage, and thousands have a motorcycle or motor scooter to boot.

In all our advancement in civilized living and working situations, the automobile has played an increasingly dominant role. Yet the advantages and pleasures brought to us by the motor vehicle have been tinged all too often with the tragic consequences of careless vehicle operation and unsafe pedestrian habits.

Consider that 1967 was the fourth straight year Wisconsin's traffic death toll went over the 1,000 mark. Last year's toll of 1,148 was a new all-time high. The total of dead included 129 pedestrians, most of them either children or elderly persons who depended too much on the wisdom of experienced drivers and too little on themselves.

## One Honor City

Last year every city of more than 50,000 population in the state had at least one street fatality, while in the 25,000 to 50,000 class only one municipality — Beloit — managed to remain on the state's honor roll reserved for "no death" cities.

Traffic injuries last year went over the 50,000 mark for the first time in our motoring history. Total reportable accidents — those bringing death, injury, or property damage of \$100 or more — almost hit 100,000 last year.

On a mileage basis, we can point to a lowered rate, contrasting last year's rate of 5.47 deaths per 100 million vehicle-miles with the 1966 rate of 5.59. But this is of small comfort for the families who mourn the untimely passing of loved ones in street and

highway tragedies.

The two past sessions of the Wisconsin Legislature have produced new safety laws which, hopefully, will help change the traffic picture for the better in the years ahead. Many of the new laws have gone into effect, while others are taking time to train personnel and to institute procedures which cannot have an immediate impact but will bring influence to bear on our traffic problems in the 1970's.

## Freeways Safer

Additional miles of interstate highway are being completed and opened for public travel each year. The safety of these modern roadways is attested to by the fact that deaths in accidents on interstate system highways in Wisconsin dropped from 44 in 1966 to 28 in 1967, despite increased travel volumes.

Seventy-seven per cent of all traffic deaths in our state last year occurred on rural roadways. State and federal highways had 535 fatalities, just three fewer than the year before; town roads had 121 deaths, just two less, and county trunk highways had 204 deaths last year, or 39 more than the year before.

Enough evidence has been collected in recent years to point definitely to the unwise use of intoxicants as being the most aggravating factor contributing to fatal accidents in Wisconsin. Well over half of those killed on streets and highways in Wisconsin have fallen victim to tragedies caused in great measure by drinking drivers. This is not a guess; it is documented from blood specimens taken from bodies by coroners, medical examiners and physicians for the purpose of scientifically noting amount of alcohol, if any, in the body within a few hours after death.

## Drinking Driver

Another high-rated factor influencing highway tragedies is uncontrolled speed. This could be speed way in excess of posted limits, speed too fast for existing road and weather conditions, speed too fast for the prevailing weather, or speed beyond that which should be used in view of intentions to turn, make lane changes, overtake other

vehicles, or come to a stop. Inattention is a third factor of great importance. Many accidents occur because the vehicle operator or pedestrian is just not paying attention to

training an increasingly large number of teachers qualified to be instructors in this area. The value of this instruction to young people has been amply proven by many studies, which uniformly show that young people who have benefited from driver training have about half as many accidents and half as many violations as those who did not receive safety instruction.



James L. Karns

his behavior. He gets out of position or out of line, departing from the pattern which other highway users are expecting.

And, a fourth trouble-maker is failure to yield the right of way. It's a simple law of physics that when two objects meet, there is contact. If they meet with force, there is impact. If they meet with high speed, the resulting collision can have grave consequences.

One of the new safety laws in Wisconsin now requires that if a youth desires to qualify for a driver's license before age 18, he must first complete a state-approved course in driver education.

## Education

This means that all high schools must provide the opportunity for its eligible students to enroll in a course offering both classroom instruction and practice driving. Increased driver license fees make it possible for state aids to be given to school administrators for establishing such courses.

The University of Wisconsin and other universities for some years now have been

We have selected 16 of our best driver examiners as analysts, and these men now devote themselves to holding individual interviews and group therapy sessions with "problem drivers." It's a painstaking task, but a rewarding one, and as months go by we hope that the "graduates" of this special attention will improve themselves and become an influence for good among their friends.

## Mend Ways

We do not enjoy seeing 40,000 drivers a year lose their driving privileges — for 15 days, 30 or 60 days, or a full year. But the only way these "grounded" drivers can get back in the good graces of officials and the safety-minded drivers who tend to their business properly on the highway is to mend their ways.

Special attention has been given by the new laws to a variety of matters of interest to everyone, although their application often affects a minority of people directly.

For example, there are new laws now on motorcycle safety. Motorcycles must have headlamps turned on when driven, day or night. No motorcycle is to be ridden sidesaddle. No passenger is allowed unless he can, while properly seated, rest his feet on foot rests or pegs. One motorcycle is entitled to full use of a single traffic lane; however, two cycles can legally be operated abreast in a single lane.

Anyone wishing to qualify for a motorcycle operator's license must first hold a valid

automobile driver's license. After July 1 this year cyclists must wear protective headgear. A protective face shield, or glasses or goggles, also must be used unless the vehicle is equipped with a windshield rising a minimum of 15 inches above the handlebar.

## Accident Increase

The tremendous increase in cycle accidents has led to this new legislation, in the interest of the cyclists themselves more than anybody else.

The growing popularity of snowmobiles also has led to new laws affecting their operation, again in the interest of safety for the users of these vehicles.

Now, by state law, snowmobiles may be driven across highways only after the operator has stopped and yielded right of way to vehicles which are approaching on the highway. Although there is no age limit, no person under 12 may drive a snowmobile across a public roadway, and no one under 16 may drive one across any state trunk highway. If the vehicle is crossing or driving along the right of way during hours of darkness, it must display a lighted headlamp and taillamp.

## New Laws

Other new laws now are in effect governing trailer hitch-

Total Budget	\$7,713,063	Outagamie	\$8,276,940	Winnebago	\$7,648,048	Fond du Lac	\$4,885,025	Waupaca	\$4,885,025	Calumet	\$1,316,588
Total Revenues	\$4,415,964		\$5,229,396		\$4,525,448		\$3,804,757		\$3,804,757		\$ 625,171
Tax Levy	\$3,297,099		\$3,045,554		\$3,122,600		\$1,080,268		\$1,080,268		\$ 691,407
Tax Rate	\$3.66		\$3		\$6.46		\$5.75		\$5.75		\$4.14

es, establishing three-man county accident-review committees, setting up a division of highway safety coordination in the governor's office, and a host of other matters.

Citizens desiring information on new laws may write to the Bureau of Highway Safety Promotion, Division of Motor Vehicles, Department of Transportation, Madison, Wisconsin 53702.

The Division of Motor Vehicles has set up several task forces to work in coming weeks and months on standards to be used in the random vehicle safety inspection program authorized by the 1967 Legislature, standards on helmets and goggles for motorcycles, rules to be followed in vision tests when renewing drivers' licenses in person rather than by mail, and other items which space for this article does not permit me to elaborate upon.

## Lack Tools

We still are lacking some tools which we feel are necessary to do the job properly — such as implied consent, a minimum beer drinking age, and a compulsory vehicle safety check for all vehicles; but with the new tools given us, we pledge we will do our best in a valiant fight to reverse the rising accident trends. With an alert citizenry which will back tough law enforcement, impartial court administration, and stricter driver licensing controls, we believe we will make progress — significant progress — in the years immediately ahead.

## Five-County Costs Rise 18 Per Cent

CONTINUED FROM PAGE 1

Welfare showed the largest increase with a hike of \$185,605 for \$1,374,500. Protection of persons and property had a gain of slightly more than \$10,000 for \$369,600, and general government increased \$44,000 to \$478,700.

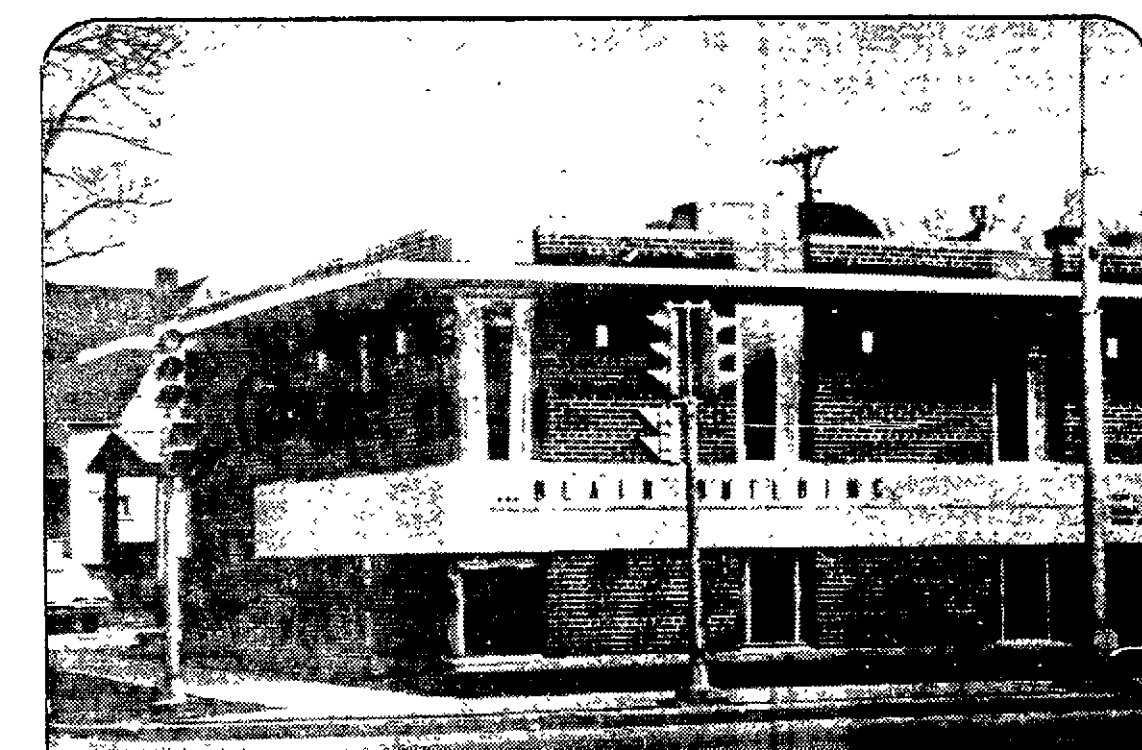
## Waupaca Total

Waupaca County adopted a record \$1,885,025 budget which is divided into two sections \$2,574,742 for operation of the county and \$2,300,200 for highway expenditures.

Highway revenues were set at \$1,822,200, leaving a total of \$478,000 to be raised by a local tax levy. Revenues are anticipated at \$1,882,557, leaving \$602,268 to be raised by levy.

An expanded welfare program was the leading cause of budget increases but many of the increases have been partly offset by added revenues.

The old age assistance program alone took a \$91,000 jump to \$890,000. The county has an indebtedness totaling \$580,000 of which \$40,000 will be paid off the principal and \$23,425 will be paid in interest.



## You're welcome to our world of Investment Facilities... right here!

Whether you're now an investor, or are thinking about investing, feel free to stop in. Mr. Henry C. Krueger, our resident Manager, and his friendly, experienced staff are ready to assist you in every possible way with any aspect of securities investing.

You can follow reported transactions on the New York and American Stock Exchanges on our "Lecrascan" ticker and keep up to the minute on financial news through our Dow Jones newswire service. We have a direct wire to our Research Department in New York City—in fact you might say that we've moved Wall Street to the Fox Cities for your convenience.

Electronic equipment, facts and person-to-person service—they're yours for the asking on Appleton's North Side Stop in soon.

**B** **BLAIR & CO., INC.**  
founded 1890  
Member New York Stock Exchange

342 West Wisconsin Ave., Appleton, Wisc., 739-5393

**AIR WISCONSIN**, a growing concern since its formation in 1965, serves a vital need in the growing Fox Cities.

**AIR WISCONSIN** is expanding and this is progress.

**AIR WISCONSIN** was formed to provide flight service for this area. Our growth reflects the success we have had in fulfilling this need.

**AIR WISCONSIN** will continue to grow and expand to meet future needs.

**This is progress.**

Proposed 1969—Twin Cities

**air wisconsin**



# Automobile Here to Stay

# City Must Follow Traffic Plan To Avoid Chaotic Conditions

BY WALTER C. RASMUSSEN  
Director of Planning, City of Appleton

It has been said: "To dodge responsibility is easy; the hard part comes in dodging the consequences of dodging responsibility."

No single condition more aptly demonstrates this principle than a community failing to follow a well-conceived transportation plan.

Ever since the mass-assembly lines of the automotive industry began erupting their flow of motor vehicles onto the streets and highways of the nation, governmental units at all levels have been struggling with limited success to keep their highway system adequate on a current basis.

For example: A single eight million vehicle production year parked bumper to bumper is the equivalent of nearly 28,000 miles of single lane pavement.

Small wonder that the road builders never seem to be able to draw a free breath.

## Vehicles Increasing

Vehicle registrations within the corporate limits of Appleton have grown from 14,000 in 1951 to 24,300 as of July 1, 1967. It can be anticipated that this growth will continue at an increased rate at least for the foreseeable future.

The motor vehicle is a highly individualized form of transportation and the decreasing ratio of persons per vehicle seems to indicate that at some point in the future, our street system will have to accommodate the traffic generated by vehicle registrations approaching 60 to 65 per cent of our numerical population.

This means that the 1985 estimated population of 105,000 will produce vehicle registrations ranging from a low of 44,000 to a high of 63,000. The lower figure is consistent with the existing "Persons per vehicle" ratio while the higher figure is consistent with the decreasing trend in this ratio. It is also noteworthy that programs based only on consideration of vehicles within the City limits will be too conservative because they neglect Appleton's relationship as a regional center in a metropolitan area.

The impact of this age of mobility and the inadequacies of our efforts to keep pace, demand that we buy time by efficient use of our present

physical street systems. Since it is apparent that we cannot rebuild all of our streets to newer design conditions, what can we do to improve our existing street system that will extend its life expectancy while we struggle to keep up in other areas?

## Answers Question

The City of Appleton has already answered this question by having a transportation plan prepared as a part of the comprehensive plan. This transportation plan is based on field surveys, driver interviews existing land usage, future land usage, trip-generation characteristics of population groups, etc., all compiled, tabulated, and tested by mathematical models.

The end-product of this procedure is (1) an evaluation of our present street system, (2) the forecasting of the traffic volumes which will have to be handled by this street system, (3) the location of deficiencies in traffic capacity, and (4) a series of recommendations to bring the street system up to par to cope with the increased volumes. These recommendations are completely oriented to a systematic approach to the improvement of the existing street network, programmed to keep within the economic capabilities of the community.

Why do we need a transportation plan? Perhaps the best answer to this question lies in repeating the story which was making the rounds of the continent several years ago:

## Car Won't Disappear

"The Italian government, being noted for its air of unconcern about matters which it considered trivial, had become notorious for its lack of adequate roads. The Italian automotive industry at the same time had become over-exuberant in its efforts to satisfy the local demand for its product. As the industry's production levels grew and grew, the amount of roadway surface which remained unoccupied diminished and congestion increased until one day a new car rolled off the assembly line to occupy the last remaining bit of open roadway space and all the

traffic in the entire country came to a halt."

The reservation of space in the proper locations and the programming of public monies to have the correct quality of improvements in existence at the time when needed are the primary goals of a transportation plan.

The average individual finds it extremely distasteful to find his person and his personality reduced to an integer and manipulated by mathematics and computers to explore and calculate his actions under controlled stimulation.

After the last presidential election there was serious concern in the nation and in the congress because the computers were accurately predicting the outcome based on vote samplings in some areas of the country before the polls were closed in other areas of the country.

## People Buck Change

Distasteful though it may be, the average individual will have to get used to the idea that his actions and reactions as a member of a group are predictable to a high degree of accuracy in even such intimate areas as a secret ballot.

Traffic engineering is highly distinguished in the field of technology for having developed methods of measuring physical characteristics and relating a traffic generation value to these characteristics. This capability of the science coupled with the high-speed manipulating capacity of computers has given every community an opportunity to possess a strong, statistically-sound basis for public policy formulation and implementation to cope with its transportation problems.

While the science will not permit such a refinement as to indicate that Mr. Jones or Mr. Smith will travel over a given segment of Appleton's street system at a given time on a given day, the science will describe the number of members of Mr. Jones or Mr. Smith's statistical groups which will use that street segment on an average day and the average daily traffic volume is the backbone of a traffic system.

The science of traffic engineering has also observed and evaluated characteristics of drivers and developed theories which pertain to route-select-

tion, intersection capacities, friction factors, etc.

## Brings Chaos

The combination of scientific fact and experienced judgment by qualified traffic engineers enables the community to maximize the probabilities of producing today, accurate answers to its future traffic problems.

There is no known method of proven record that is better than the analytical procedures used in the preparation of a transportation plan by competent traffic engineers. The record of intuitive second guessing by laymen and bodies politic speaks for itself in the chaotic circumstances in which many communities find themselves today.

Appleton, if it is to progress, must begin to recognize that traffic cannot be man-

## Emphasis Varies CD Efforts Expand In Two Directions

Efforts in Civil Defense programs in the Fox Valley during 1967 continued to expand in two directions.

Outagamie and Waupaca counties concentrated on strengthening their fallout shelter programs, while Winnebago and Calumet officials emphasized training of auxiliary police forces.

Howard J. Rathbun, Outagamie director, reported that 30 additional shelters with 15,460 spaces were licensed during the year, bringing the totals for the county to about 86,000 spaces in 121 facilities. Stocking of the new shelters is continuing.

## New Alert System

The county accepted a new radio-controlled alert system after a trial period. The new system replaced an old one which used telephone lines.

A total of 1,858 students were trained in medical self-help programs in county schools, while 90 persons received CD adult education.

Waupaca County Director Vern Johnson reports that only about one-third of the county's 39 licensed shelters remain to be stocked.

Johnson concentrated on

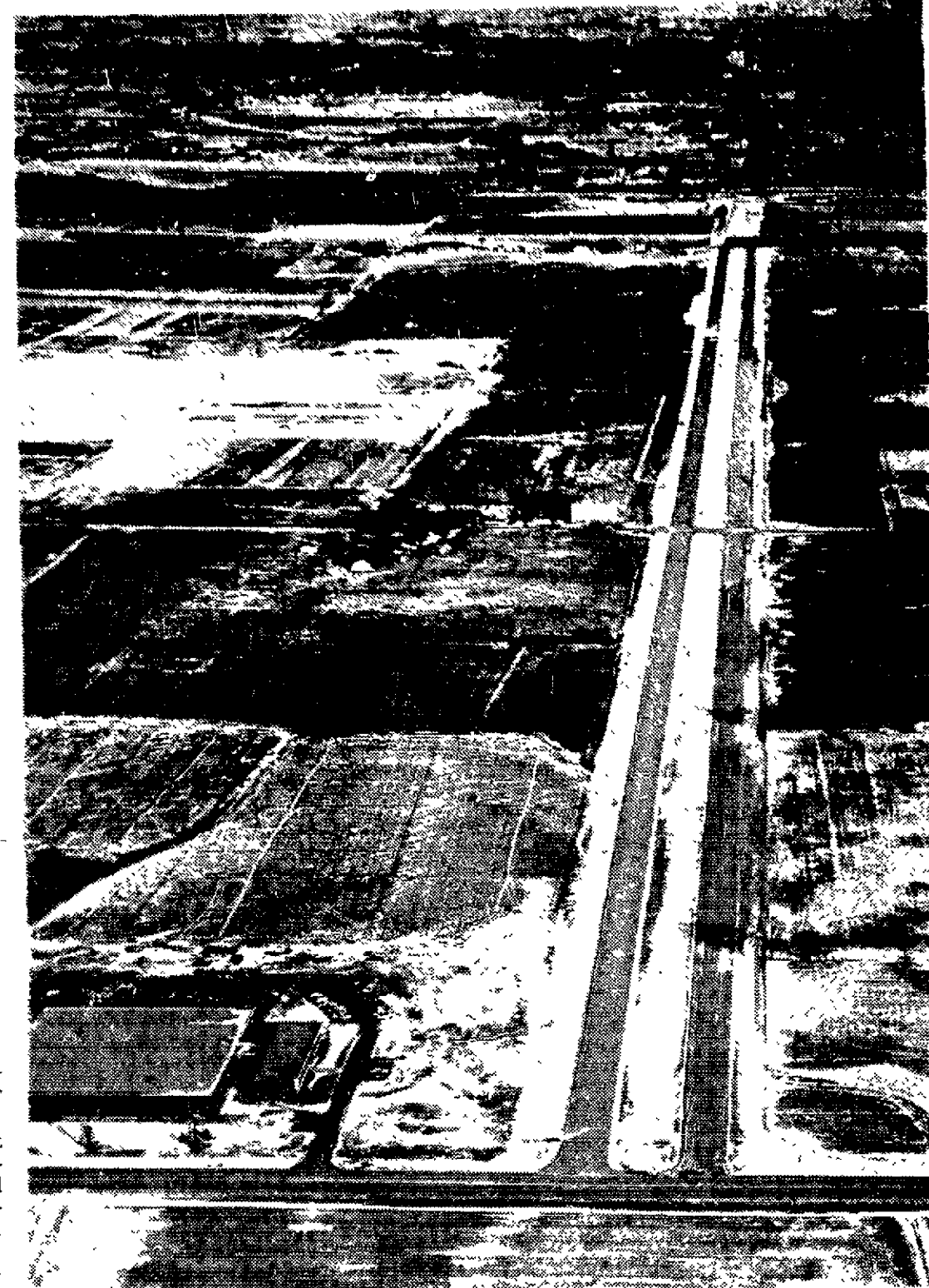
aged efficiently, if at all, if it must be continuously diverted and scattered over many tedious and obstacle-strewn routes because it is inconvenient to disturb the status quo at those locations, which if expanded and developed would most nearly match the common travel desires of many thousands of drivers.

It is not economically feasible nor is it desirable to construct every street in the city as a high-capacity street.

Therefore, a selection process had to be undertaken to choose a limited number of streets whose physical locations most nearly match the common travel desires of the largest number of drivers. These routes form the framework of the transportation system and must be maintained and improved to meet the requirements of the traffic volumes which will use these routes in the future.

The routes are given right-of-way priority over lower-ranked streets so that traffic flows smoothly with a minimum of interruption. Subtle traffic control devices are used to separate through traffic from local traffic and encourage through traffic to use the primary streets.

Turn to Page 16, Col. 7



The Four-Lane Segment of W. College Avenue appears completed from the air but considerable work remains to be done before it can be opened to

traffic. The new Wisconsin Wire Works plant is at lower left. The view is looking east toward Appleton. (Post-Crescent Photo)

FM radio equipment. Fourteen amateur radio operators with emergency mobile units form the Winnebago portion of the network.

Calumet County's advance training course for auxiliary police began its 20 weeks of two-hour classes in 1967. Thirty men attended the sessions. The force presently has 98 volunteers in uniform and with equipment who have completed the initial instructions.

## Medical Program

Zeno Endres, Calumet CD director, reported that 27 fallout shelters in the county have space for about 1,530

persons.

Approximately 1,530 students participated in the medical self-help program taught in four high schools in the county.

Plans for an emergency

operating center in the basement of the county jail are in the hands of architects and engineers. The center would have independent radio and alarm systems plus generators.

**This man has some refreshing new ideas about your insurance**

**(So will you... after you've talked to him)**



Bill Crawford  
1431 E. Frances  
Appleton  
739-6640 — Res.  
743-2668 — Bus.

Meet Bill Crawford. He works full time for Sentry Insurance — the insurance organization that has been giving superior service for 60 years. Sentry is big, but you would never know it from the personal way we look out for you. Bill Crawford joins Wally Kupfer and John Grootemont to serve your area.

Bill Crawford is a neighbor of yours and understands your problems. He can help you with just about every kind of personal and business insurance you can name.

Take a fresh new look at your insurance. Call Bill Crawford from Sentry now. You'll be glad you did.



Wally Kupfer  
22 Cherry Cr.  
Tel. 734-1655

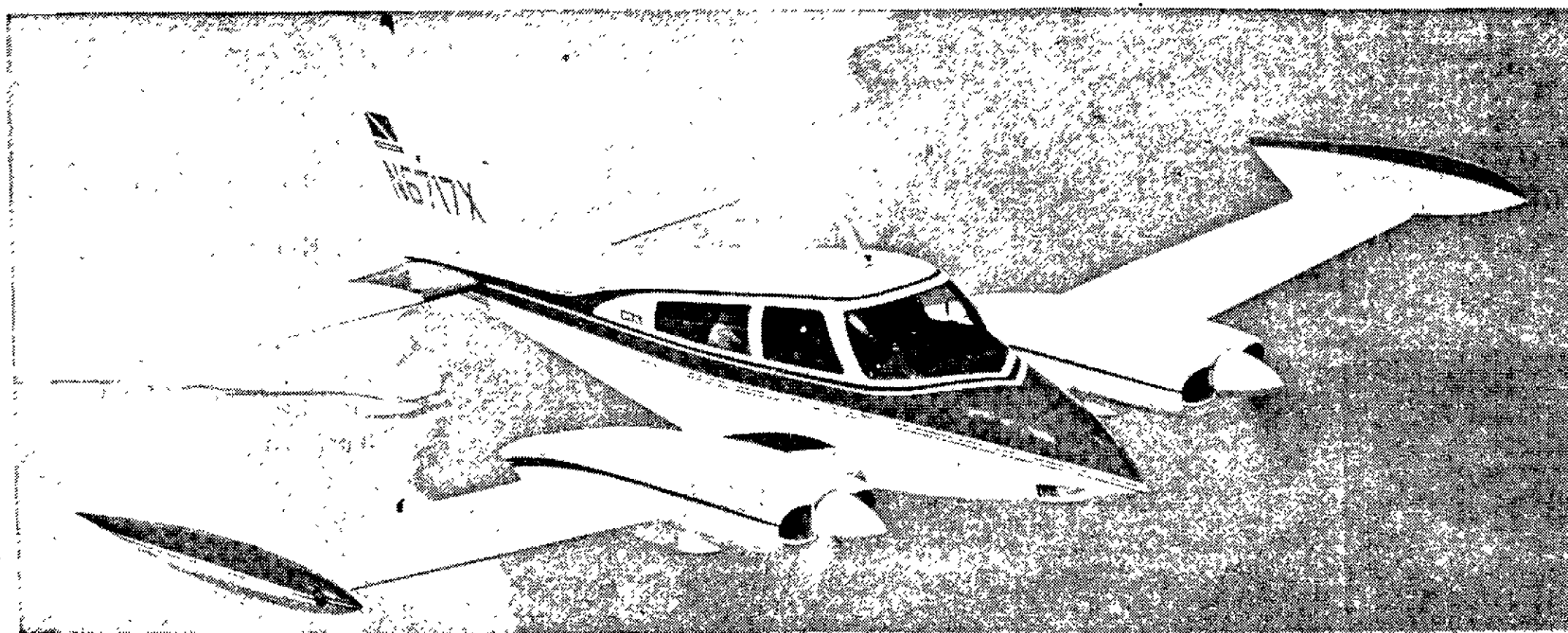


John Grootemont  
2412 N. Appleton St.  
Tel. 734-3434

**SENTRY INSURANCE**

The Hardware Mutuals Organization  
2835 W. College Ave.  
Appleton, Wis. 54911 — Bus. Phone 734-2668

to a **BUSY Executive . . .**  
**TIME IS MONEY!**



Now you can fly there and return on your **OWN** time schedule

Fly **MAXAIR**  
INCORPORATED

Charter service for business

featuring

- Single and multi-engine airplanes
- Safe, reliable service
- All pilots meet Airline Qualifications

OUTAGAMIE COUNTY AIRPORT, APPLETON, WIS.

Telephone (414)-734-2641



Effective Organization Needed

# Local Government Must Face Change

BY HAROLD FROEHLICH  
Speaker of the Assembly

Local government by tradition in America has occupied an enviable position within the family of governments. It is nearest and dearest to the hearts of Americans because it is better understood by them and more closely related to their immediate problems. Because of the fear of strong centralized government the founding fathers of this nation vested certain powers in the local level of government. Local government, they felt, would be more responsive to the needs of the people.

Even today the average citizen feels somewhat divorced from the activities of his government in Washington and Madison. Local pride enhances his desire to support his local unit of government be it town, village, city or county government.

As it was originally constituted in the early history of our country, local government served its purpose well, but a number of significant changes have taken place in recent years that have altered the relationships between federal, state and local government. These changes are the result of a dramatic increase in population coupled with an increased demand for more governmental services. Thus, government has become more complex and local units, in many cases, have been unable to cope with this complexity.

## Rural Domination

In the early history of our nation and our state, those governments were dominated basically by rural interests, and the power structure of the rural oriented population rested with the towns, villages, counties and smaller cities. Local government could fulfill the needs of its citizens because those needs were not as great as they are today and because government was less complex. Over the years, however, the United States evolved from a rural oriented nation to an urbanized one. People now have left the farms and even the smaller cities and moved into heavily populated areas. In turn, many people are now leaving the central cities and migrating to the suburban areas.

These population shifts have had a dramatic effect upon the units of government involved. For many of them it means revisions in their time honored traditions, it means searching for new sources of tax revenue, and it means providing new services or dispensing with those previously provided.

Many town governments, for example, have found that the loss of population has rendered them less effective. Other governmental units have been hard pressed to provide essential services demanded by their residents. Metropolitan areas, too, are experiencing difficulties in providing the services to accommodate an increase in population.

## Changes Needed

With localities unable to assist its citizens in providing certain services this vacuum has been filled by the stronger centralized governments of Madison and Washington. In many cases the locality is completely bypassed by state and federal programs. In some cases one unit of government actually duplicates what another is doing.

Small units of government, lacking both in population and resources, cannot provide for its citizens the same type and quality of services that are provided by larger governmental units. Thus, agencies of the state and federal government have moved in to do what localities cannot do. The bureaucrats are always eager to assume new responsibilities so that they may build their own empires on the federal or state level.

The point remains, that there is a definite need for the retention of strong and well-



Harold Froehlich

functioning local governments. If, however, local government is to survive as an effective force, we must be ready to make some adjustments and accept a number of changes in its structure. Otherwise it will perish, become a weak and ineffectual force, and we will be subjected to still further centralized control from the state and federal government.

It is therefore to our advantage to review the structure of local government and propose changes to strengthen it. One of its major weaknesses is that most local governmental units are too small to be effective and there are too many of them. In Wisconsin alone there are 1,271 towns, 563 municipalities and 72 counties. In addition there are numerous special districts, school districts and other districts designated for particular governmental purposes — all of which are supposed to be governed by the electorate.

It is a known fact that some counties in our state are so sparsely populated that it hardly seems worthwhile for them to operate a complete county government for so few people. It is obvious that they cannot render to their citizens the type of governmental services that a larger and more efficient unit of government could provide.

## Consolidation

Consolidation of small governmental units is one answer. Three or four small counties joined together to form a single unit could provide a more effective government for all concerned. The same applies to sparsely populated towns. Consolidations would reduce expenditures and allow for better trained and higher paid employees.

In a county consolidation only one set of county officers would be needed to staff one courthouse. County highway and other equipment could be pooled to provide for better departments, and other duplications could be eliminated.

More flexible annexation laws, too, would be helpful to those municipalities that provide services to areas adjoining their boundaries but receive little remuneration in return. Obviously, those living outside a municipal boundary do not pay taxes to the municipality, yet in many cases they take of the municipality's services.

The structure of local government itself presents another problem. Generally, small local units of government lack central direction and are governed by boards which are too large and too cumbersome. County boards in Wisconsin have been reduced in size as a result of the "one-man-one-vote" ruling — yet, many of them could be further reduced to provide greater efficiencies.

Counties, in most cases, lack central direction because of the fact that both the county board and the county administrative officials are elected and there are a number of administrative officials, each of whom operates his office independently of the others. This situation would be resolved through the use of an elected county executive having veto powers. Outagamie County already has embarked on a program of an appointed administrator. Counties were specifically given the authority to establish such offices under legislation passed in the 1963 and 1967 legislative sessions. At this point the veto power is only granted to the Milwaukee County Executive and should be extended to other counties.

## Improve Efficiency

If local government is to be effective, it must first be organized effectively. It cannot be allowed to pursue various courses and go in various directions at the same time. Efficiency, too, is an important consideration. At the state level we have recently provided for the merging and consolidating of all state departments and agencies to improve efficiency, avoid duplication, and cut costs. Local government must be prepared to do the same.

Efficiencies can only result if a unit of government has some central direction. Internally, duplications and overlapping responsibilities can be resolved and non-essential functions eliminated. Personnel can be upgraded and experienced and competent employees hired to work in specialty areas. In this manner local government can compete with the so called "experts" at the state and federal level that peddle the programs of the bureaucrats. But it should be pointed out that only local government can compete if it is strong and resourceful.

The ability of local units of government to raise adequate tax monies to finance their operations is also a major problem on the local level. Expenditures increase from year to year, yet tax sources are remaining the same and property taxpayers are hard-

est hit. It is evident that the state cannot continue to provide for all of the increases in local expenditures — because with state financing eventually comes state control. The state cannot pay all of the expenses while all of the control remains at the local level.

For this reason, in the past session, I introduced legislation which would permit counties to levy a so-called "piggy-back sales tax" for educational purposes. It would empower counties to levy one per cent or one-half per cent onto the state's selective sales tax, the revenue from which would be retained by the county. This would be one method of relieving property taxpayers from some of the tax burden.

## State Assistance

While the state cannot totally finance the expansion of local government, it certainly can continue to assist localities without assuming absolute control of all governmental programs. Admittedly, because of limited populations and limited funds localities cannot always maintain staffs of professional administrators, yet they can draw upon the resources of the state for help in certain technical areas.

The past legislature created a department of local affairs for this express purpose. This department is to serve local government by providing information and act as a "clearinghouse" for the problems of local government. Logically this department could assist local units in making efficiency studies, in recommending changes that would produce more effective operations, and in providing professional staff members to work with local units in developing programs that the locality could not itself develop. Thus, high paid planners and technicians could be loaned to a municipality by the state.

The state can also help in the training of local governmental employees. This is already done by a number of departments and agencies. The state patrol academy, for example, is open to local enforcement officers who wish to avail themselves of the training available. Most localities could never afford to carry on such extensive training programs so it is a legitimate function for the state to assist them in this manner.

Preservation of local government is essential to our Nation. It may be necessary, however, to re-allocate certain functions and to effect certain changes in an overall improvement program. Duplications must be avoided, inefficiencies eliminated. This is in the best interest of the taxpayer who pays the bills. It is also in the best interest of the local government. All of this will take time, it cannot be done overnight and should not be if it is to be done effectively. Public apathy and public reluctance, too, must be overcome, but those who seek to hold tenaciously to their little local units of government and refuse to see the need for changes may eventually find their resistance has only weakened their cause and strengthened the cause of strong central government.

# Principal Problem Tax Money Main Issue

BY JOHN WYNGAARD  
Post-Crescent Staff Writer

MADISON — When Gov. Warren P. Knowles was asked at a news conference recently what he foresees as the principal problem facing the man who will be governor of Wisconsin for the term starting next January, his reply was prompt.

"Finances," he said briefly. The governor could have amplified his reply and predicted that finding the tax money to sustain expanding state and local government operations will be the principal challenge of the ruling officials of Wisconsin for as far into the future as any contemporary politician's eye can see or mind can surmise.

A rising spiral of public service costs can be predicted safely in virtually every field of state and local government responsibility.

But the outlook is for a proportionately larger increase in state disbursements, as local government administrations, sharply circumscribed in their revenue sources as they face an inflation of spending demands, turn ever more desperately to Madison for assistance.

## Pressure Increases

The prediction can be made on the basis of recent performance, reinforced by the evidence of increasing costs of services recently authorized, and the pressures for others not yet provided, without regard to possible increases in the population of the state or the condition and value of the dollar as a result of national and international events.

From 1958 through 1967, the total taxes of the state and its localities approximately doubled. Last year the total was \$1,592 billion, with state tax collections amounting to about two-thirds of the cost. But such a division is no longer meaningful, as state-local financing has become virtually inextricable. Eight out of 10 of the tax dollars collected by the state are returned to localities in one form or

another, in statutory tax shares, in grants of aid in numerous forms, or in emergency assistance.

There is no reason to believe the trend will be changed substantially in the next decade or two, although the ratio of state tax collections will continue to rise because of the limitations of the tax base of the localities.

## Education Costs

Recently Archie Buchmiller, the assistant state superintendent of public instruction, made some calculations of the probable cost trends of the local education system, basing them wholly on what has happened in the immediate past. Projecting costs on the basis of experience, and enrollments that can be anticipated through studies of the birth rate, he concluded that the cost per child enrolled in the public elementary and high schools will be about \$1,513 a year, or about two and one half times the present cost, in the early 1980's.

Meanwhile the continuing rises in the costs of state supported higher education will be enormous. There may be some levelling off of the rate of increase on some of the major campuses, but largely because of the creation of new campuses, some of them four year institutions, more of them two year schools preparing freshmen and sophomores for later transfers to the larger schools.

The cost potential of some of the new state programs is now only beginning to be realized. The state is relatively committed to large-scale assistance to localities in the financing of water pollution control installations. The development of the area-wide vocational and technical school districts, required to cover all of the residents and all of the area of the state for the first time, is in the formative stage and the costs will be felt by the legislatures of the next decade. Educators

Turn to Page 13, Col. 5

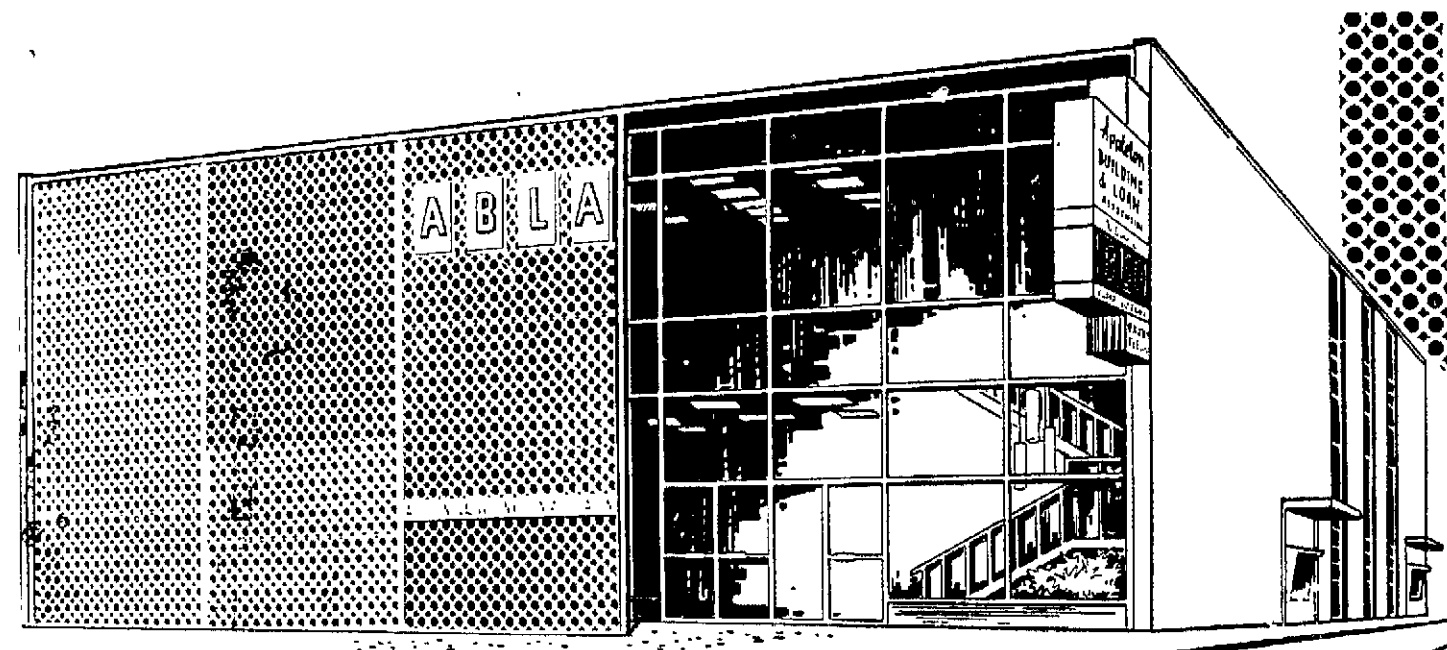
## what a year!

We put the first of our Convair 580 prop-jets into service in April. Inaugurated DC-9 fan jet service in September. And, in July, pulled our head out of the clouds long enough to break ground for a new \$15 million general office and main operations base at the Minneapolis/St. Paul International Airport. We also added two major cities — Kansas City and Toronto — to our Northliner route.

In 1967 we carried a record 2,346,500 passengers some 383,916,850 passenger miles. Today our DC-9 fan jets and Convair prop-jets are serving over half of the 90 cities in the North Central System. And the bright spirit of North Central people everywhere has been making new friends for us from Cleveland to Minot—Toronto to Kansas City.

No matter how you look at it, 1967 will be a tough year to beat. But we're going to try. We'll give you a full report, too — a year from now. Same time. Same place.

NORTH CENTRAL AIRLINES



## All the Law Allows!

# 5 1/4%

Available On 6-12 Months Certificates in amounts of \$10,000. or over

4 3/4% Quarterly on Regular Passbook and Paid Up Accounts

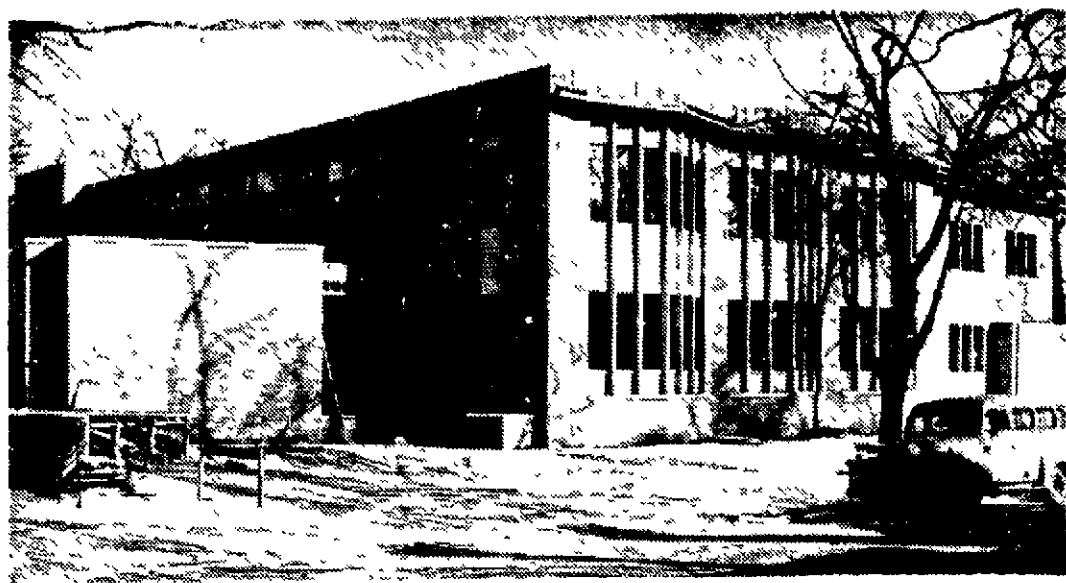


You're a stranger here only once!

## appleton building and loan association

320 E. College Ave. Phone 4-1493





A June Completion Date has been set for the new \$14.4 million Jason-Downer Food Service Center at Lawrence University. Seating capacity is

600. Highlighting the building will be the Teakwood Room, which will be used for official receptions. (Post-Crescent Photo)

## Butte des Morts Bridge

# New Spans Bridge Drivers' Hopes; Several Tieups to be Alleviated

Although motorists continued to curse the waterways which dissect the Fox Valley, their hopes for more bridges were brightened just a bit during 1967.

The big traffic bottleneck at Lake Butte des Morts on U.S. 41 is at least half-way toward a cure and planning dollars have been put into bridges to span Little Butte des Morts at Menasha and the Fox River at Appleton.

Besides the water crossings, vehicular tieups on U.S. 41 will be alleviated at the College Avenue interchange in Appleton, now underway, and the Cecil Street crossing in Neenah, scheduled to begin later this year.

But the only new span which was completed and opened for traffic in 1967 was the \$40,000, one-lane Lawson canal bridge which provides a link between Curtis Reed Plaza and the Geo. Banta Co. parking lot in Menasha.

## 1969 Completion

The causeway project for the southbound lanes across Lake Butte des Morts has been completed, the spans will go in this spring and motorists traveling to early Packer games next fall won't have to wait for passing pleasure crafts. Then the northbound span will be raised to 32 feet above the water.

The total package, costing slightly less than \$3 million, will be completed in late 1969. It will be the final link in the four-lane, non-stop highway from Milwaukee to Green Bay.

## Clintonville Associations Show Expansion

CLINTONVILLE — The past year was one of growth for all of the financial institutions in the city, as well as the nearby Embarrass State Bank.

Assets of the Clintonville Federal Savings and Loan Association as of Dec. 31, 1967, were \$10,956,690, up \$631,237 from the previous year. An excellent savings year was also reported. Mortgage loans during the year amounted to \$1,400,000, bringing total loans to \$8,794,487.

An over-all gain in deposits of \$208,466 was noted by the Clintonville National Bank last year, and net earnings reached \$32,158. Resources totaled \$5,822,305 up \$226,120 from the previous year.

The Dairyman's State Bank reported an unprecedented growth in 1967 with its resources reaching a total of \$9,521,362, up \$1,258,762. Earnings amounted to \$6.93 per share compared to \$5.44 per share the previous year.

At the Embarrass State Bank, resources reached \$1,105,983 during 1967 up \$490,025 from the previous year. The year-end statement also showed that deposits nearly doubled, from \$536,297 to \$1,004,969.



High School Mathematics Teachers listen to Dr. William M. Sanders, who directed a summer institute under a grant from the National Science Foundation.

## About Same as 1966

# 1967 School Construction Plans Top \$13 Million Mark

School construction costs, including completed and started buildings in 1967 and those scheduled to be started this year in the Fox Cities, stayed about par to last year's, a surprise occurrence since statistics have varied by as much as 6 million in past years.

The figure of \$13.1 million, compared to \$13.3 million in 1966-67, however, belies the actual story because of the many tentative plans which could change the total figure drastically before the year is out.

Noteworthy is the fact that besides the tentative plans, a Catholic school of religion in Appleton is to be built as part of a complex including three other units and cannot be divorced from the total cost of construction.

The present tentative figures then read as follows: \$8.3 million finished, \$3.15 million started in 1967, and \$2.15 million to be started this year. It is the latter figure which is misleading since some school districts have projects planned but do not have costs figured as yet.

## Appleton East

Appleton, with its \$5.2 million East High School and \$1.38 million Highlands Elementary School, leads the list of completed school buildings.

Included in the East High complex is a three-story circular academic wing, a two-story fine arts area and the physical education and industrial arts section. It has 71 teaching stations and a total enrollment capacity of 1,500.

The Highlands school, built for 1,000, including an orthopedic area with a therapeutic pool, the only one in this area, and 28 classrooms.

Menasha, with the \$1,026,000 Gegan Elementary School and the \$285,000 addition to Trinity Lutheran School, came in second highest on the list of completed schools with a total of \$1,311,000.

Gegan, which has 20 classrooms, accommodates six grade levels and 500 children, while Trinity, dedicated this month, has four additional classrooms, a gym, office complex and adult meeting room. It has a capacity enrollment of 200 from grades K-6.

## School Addition

Neenah was the only other district to finish and open a new section — a \$408,000

addition to Tullar Elementary School. The 12-room addition, which also includes a library, can accommodate about 300 additional pupils.

A total of \$3,150,046 worth of buildings was begun in 1967, but again fails to tell the complete story.

Leading the list here too is Appleton with a total of \$2,600,000. Included is the new and much-disputed McKinley School, at a cost of \$1.45 million: an addition to the Madison Junior High School, \$500,000, and the radical St. Bernard school of religion, which is to be a part of a complex of buildings costing \$650,000.

Since the total project encompasses four units at St. Bernard, it is reasonable to assume that the cost for the educational unit is less than half, but impossible to separate from the total cost.

## Ground Breaking

Ground for the St. Bernard complex was broken in November and construction should be completed by this fall. Defying tradition, the complex will include only a 16-teaching station school of religion, as opposed to the regular Catholic day school. This is among the first two such schools in the area, the other being built at St. Paul, Combined Locks.

The new McKinley school (the old one is still in operation this year) should be completed this fall. The 28-classroom school, designed by the same architectural firm which drew plans for Highlands, is based on the same pattern. Regular classrooms will be constructed in place of the orthopedic area, making it a four-plus school (four classrooms for each grade plus a number of extra rooms).

The two-story, 14-room addition to Madison, bringing the capacity from 600 to 1,000, will be done for the fall term.

At Neenah two additions to elementary schools, started in 1967, which will be ready for the fall term, come to \$440,046.

A full gym at Washington School will cost \$151,134 while a six-classroom addition to Lakeview will come to \$288,912. The latter addition will be unique to the area in that it will be the first "open space" classroom area with no walls to divide the "rooms." This figure not only provides the extra rooms to accommodate at least 300 more pupils, but

also for the remodeling of parts of the old school.

## Menasha School

Martin Luther grade school, with a four-room addition costing about \$165,000, is the only building to be started in 1967 in Menasha. The addition, to be ready by fall, will have the four classrooms, a gym, library and administration offices. Provisions for three extra rooms to be developed as needed have been made.

According to figures which can be compiled for 1968 and which have definite dates and totals are the St. Paul catechetical center, costing about \$147,781 and the addition to the Janssen Elementary School, both at Combined Locks, and a new elementary school in Kimberly. The last two, both under the auspices of the Kimberly School District, are included in a package deal costing \$1.5 million.

The Catholic catechetical center, including 12 classrooms and a library is slated for a September completion. It will serve about 700 pupils.

The \$1.5 million set up by the Kimberly System includes an 11-room addition to the Janssen school, a 26-room west side elementary school at Kimberly and the purchase of the Kimberly Village Hall for the administration quarters. A 1969 completion date is set.

## Tentative Plans

Tentative plans which call for numerous approvals but which could shoot the figure up by millions, include a new Catholic high school in the Neenah-Menasha area; remodeling of the Appleton West High School and Roosevelt and Wilson Junior High buildings in Appleton, a north-side elementary school in Kaukauna; a second high school at Neenah and a high school and junior high at Menasha. The last three in the Twin Cities are still at the conference tables and may not materialize for years, if at all.

A recommendation to build a coeducational Catholic high school for an estimated \$1.5 million still has to be voted on by the corporation, which will be done within a few weeks. If approved, it has to await the decision of the bishop which may further delay the final plans.

Kaukauna is anticipating a K-6 north-side elementary school with 20 teaching sta-

tions but is awaiting finalization of plans before bids can be let and cost determined. This, too, is certain to raise the figure by possibly another million.

At Menasha a study to determine the need at the junior and senior high levels is going on but so far there is nothing concrete.

Neenah, also looking to a second high school, has requested approval for an architect but has been delayed due to a study on a 12-month school year. However, the building has been recommended by a citizens' study committee.

In short, whether or not construction for the Fox Valley schools in 1968-69 will plunge to a new low or zoom to new heights will be determined by numerous studies, approvals and birth rate statistics.

## Same Derby Day

LOUISVILLE, Ky. (AP) — The running of the world-famous Kentucky Derby is always on the first Saturday in May.

## Paper Firms Have 44,900 Employees

MADISON — One of every 11 Wisconsin industrial workers is employed in the pulp and paper industry.

This was revealed today in figures compiled by the Wisconsin Paper Industry Information Service.

A survey showed a total of 44,900 paper employees out of an average annual Wisconsin manufacturing force of 505,200 as reported by the Wisconsin Industrial Commission.

A breakdown of the industry figures placed 32,965 workers in the state's 49 pulp and paper mills. Converting operations employed 10,985, while 950 worked for paper merchants. There are about 150 firms in the latter two categories.

# Prange's Budget Stores

## DOWNTOWN AND BUDGET CENTER



**'NOW' Fashion at Only \$9.87**

This basic dress with soft rolled turtleneck collar and long sleeves is a fine addition to your wardrobe. Double acetate knit makes it right for any place... any time. Choice of many fashion colors, sizes 10 to 18.

Budget Dresses—Downtown and Budget Center

**SHOP DOWNTOWN MONDAY AND FRIDAY 9:30 TO 9... OTHER WEEKDAYS 9:30 TO 5:30... BUDGET CENTER MONDAY THRU SATURDAY 10 TO 9:30... SUNDAY 12 TO 6**

# WOOLWORTH'S

## SMASHING ALBUM PRICES

**The Dave Clark Five**

**BOBBY VINTON**

**THE VILLAGE STOMPERS**

**The Yardbirds**

**LESTER LANIN**

**Jane Morgan**

**Roger Williams**

**The Gunter Kallmann Chorus**

Choose from your favorite artists — Dave Clark 5; Bobby Vinton; Village Stompers; Lester Lanin; Jane Morgan; Yardbirds; Roger Williams; Jack Jones; Gunter Kallman Chorus.

**WOOLWORTH'S**





Gauged Patterns Form the Outline for the new interchange at U.S. 41-College Avenue-Spencer Road. Work on the dual interchange is expected to be completed next November. Estimated

cost of the project is \$1.6 million. The view is looking south from just north of College Avenue. (Post-Crescent Photo)

# Bridges Only One Problem Transportation Tied To State Progress

BY G. H. BAKKE

Secretary, State Department  
of Transportation

Transportation problems facing Wisconsin in the years immediately ahead demand an inter-modal, coordinated transportation policy. This is the great challenge facing the newly created Department of Transportation. It is an overriding reason for the existence of the new department.

The State's future economic growth is inseparable from the adequacy and efficiency of its transportation system. In many instances, transportation facilities will lead, govern and direct the economic growth, land use and social development of the state, its communities and regions.

By necessity and choice, we, in Wisconsin and throughout the nation, are collectively becoming more and more mobile. Air travel is increasing at a rate in excess of 15 per cent per year. Highway passenger travel is increasing at the rate of 5 per cent per year and highway freight shipments at the rate of 4 per cent per year.

Vehicle registrations passed the two million mark in Wisconsin last year and are currently increasing at the rate of 11,000 per month. Numbers of licensed drivers are certain to continue to increase from the present total of 2 1/4 million.

## Mass Crisis

We are facing a crisis in mass transportation that is threatening the existence of many urban transportation systems now operating.

We are presently experiencing growth pains with the advent of jet aircraft used by regional air lines and increased use of jet aircraft by private owners for business and industrial purposes.

Short take-off-and-landing craft, jumbo jets and supersonic transcontinental jets are in stages of development that indicate that they will be operational a few years hence. Air cargo shipments are destined to increase rapidly.

Indicative of the fabulous growth in air travel is the increasing congestion at Chicago's O'Hare field which has served as the hub for much of

## Bakke Veteran in Transportation

G. Helmer Bakke for ten years was a member and chairman of the state highway commission and was named secretary of the new state Department of Transportation created last year with the enactment of the Kellett state government administration reorganization bill.

the travel in and out of Wisconsin in the past. This congestion, by itself, has caused recent increased interest by the Civil Aeronautics Board and the air lines, both regional and trunk carriers, in providing more direct flights and one-plane service from communities in Wisconsin to various other points in the nation.

Increased use of the available river, lake and ocean-connected ports, and co-ordination with the developments in rail and other modes, must all be considered in transportation policy planning.

## Safety Concern

With increased volumes and speeds of travel, safety of travel by all modes will be an ever-present and increasing concern.

It is apparent that over-all transportation policy development is of paramount importance.

It is axiomatic that increased operating efficiencies in our transportation divisions are of equal importance if we are going to cope with the greater problems without corresponding increases in staff, space and public expense.

It is to these two objectives — increased efficiency of transportation and of the department itself — that we must address our collective efforts while we seek out answers in the numerous problem areas.

In a veritable climate of challenges it is difficult to single out priorities for solutions to be sought. Personal safety, however, dictates that we move as rapidly as possible to improve adequacy of airports and all-weather air guidance systems as well as to continue emphasis of safety programs for surface transportation.

## Bridge Problem

We must seek programs to alleviate our highway bridge problem that is not only critical in the Fox River Valley but is common to all parts of the state. Surveys indicate that this, alone, is a \$100 million problem.

We must plan the needed future highway and airport systems, and seek legislation that will provide for the reservation of needed lands free of development. Only limited authority exists to do this for highways now.

We must aggressively seek the needed certifications that will grant additional and improved air service to the state.

We must seek ways to preserve present mass transit facilities and do everything possible to encourage further development of urban mass travel.

## New Features Added

# State Broadens Compensation Act

BY RALPH HINTZ

Administrator, Division of Workmen's Compensation, Department of Industry, Labor and Human Relations

MADISON — A workmen's compensation bill passed by the Legislature in 1967 and signed into law by the Governor in December, adds several new features to Wisconsin's Workmen's Compensation Act. The new amendments were agreed upon and were recommended by the Workmen's Compensation Advisory Committee, a group representing both labor and management. The changes in the law are effective and apply to injuries occurring after 12:01 a.m. March 1.

Under the revised law the maximum weekly wage for temporary disability, permanent total disability, and death benefits is increased to \$104.29. This increases the maximum weekly compensation from \$68 to \$73 for temporary disability and permanent total disability, and to \$52.14 for death benefits. The maximum death benefit is

increased from \$19,430 to \$20,658. The maximum weekly wage for permanent partial

## Gintz Career Civil Servant

Ralph Gintz is a career civil servant in the workmen's compensation division of the state department of industry, labor and human relations who rose to the command of the division ten years ago after more than 20 years of work as an attorney examiner in the division. He is a graduate of the University of Wisconsin and served for 33 months as a deck officer in the U.S. Navy in the Pacific theatre of World War II.

disability is increased to \$67.86, resulting in an increase of the maximum weekly compensation rate from \$46 to \$47.50.

Parents of an unmarried employee who dies as a result of an injury on the job may now prove partial dependency and qualify for a death benefit between \$2,000 and \$20,658. Previously parents had to prove total dependency to qualify for the maximum death benefit. They were limited to a recovery of \$2,000 for partial dependency even though they may have been 85 per cent dependent upon their deceased offspring. This new provision enables them to establish eligibility for benefits between \$2,000 and the maximum, depending upon the extent of their partial dependency. The funeral allowance of \$500 has not been changed and is payable in addition to the above death benefits.

## Expand Coverage

Volunteer civil defense workers will now be eligible for maximum benefits to \$73 a week. They have been limited to compensation of \$28 a week until this amendment.

Employers have not been required to carry workmen's compensation insurance unless they usually had three or more employees. The amendment will eliminate this numerical exemption. It now provides that an employer who usually employs less than three employees will nevertheless become subject to the law the first day of the calendar year following any calendar quarter in which he paid wages of \$500 or more for work within Wisconsin.

Heretofore claims have been barred if the application was not filed within six years from the date of injury or the date that compensation was last paid. Wages were not deemed compensation. A change provides that payment of wage by the employer during disability may be deemed payment of compensation to extend this statute of limitation.

## Other Changes

Maximum amount by which compensation can be in-

creased or decreased when injury is caused by violation of safety regulations on the part of the employer or employee has been set at \$7,500.

The amount of reduction in benefits for occupational loss of hearing because of age has been reduced from 2 1/2 per cent to 1/2 per cent per year for each year of age over 50 years.

The additional benefits payable when a minor under 18 years of age sustains injury while employed without a work permit are not payable to the minor if he misrepresented his age by fraudulent written evidence. Benefits in such case are now payable to the special children's death benefit fund.

## At The McClone Agency, You Get PROFESSIONAL EXPERIENCE IN ALL INSURANCE LINES

- ✓ A Full-Time Claims Department
- ✓ A Full-Time Survey and Analysis Department
- ✓ A Full-Time Department for Personal and Business Insurance



Ralph McClone, owner

## SPECIALISTS IN . . .

- Domestic and Export Credit Insurance
- Manufacturers Output and Other Industrial Insurance Packages
- Professional Liability and Property Insurance
- Mercantile Broad Form Packages
- Transportation Coverages
- Group Insurance Plans
- Bond Department
- Estate Analysis
- Pension Trusts

One Agency With Qualified Specialists in Tailor-Made Insurance Programs of Life, Pensions, Property, Casualty, Hospitalization and Credit . . . for Contractors, Manufacturers, Retailers, Distributors, Warehouses, Transportation, Institutions and the Professions.

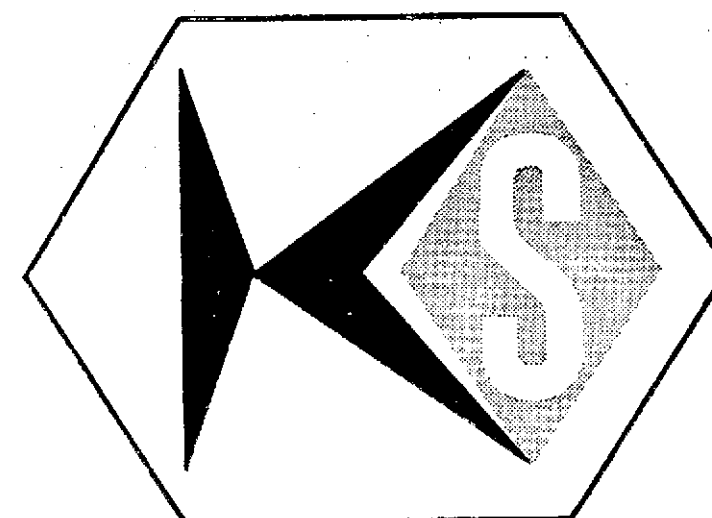


# THE McCLONE AGENCY, Inc.

408 Broad Street

MENASHA

725-3232



## . . . a symbol of financial security

For years we have served Fox Cities' families with stability and security in their financial planning. It's our trademark. Can we prove how hard we'll work for YOU?

# Kimberly

## Savings & Loan Association

220 W. Kimberly Ave.

Monday Through Thursday  
8:30 a.m. to 4:00 p.m.



Kimberly

Friday — 8:30 a.m. to 4:00 p.m.  
& 5:30 to 8:00 p.m.

Saturdays, Sundays and Legal Holidays — Closed

Specialists in Savings and Home Loans

Phone 788-3522



## At Four-County Institutions

# More People Utilizing Services

BY FERN SMITH

Post-Crescent Staff Writer

More services are being offered to more people in county supported hospitals and homes and more men and women are going out from the hospitals to live in their own communities, the past 12 month record shows.

While the price for these services is an unprecedented \$3.7 million, it is still costing the taxpayers in the four area counties surveyed less money in direct taxes than it has in previous years.

The general financial burden has been reduced by Medicare and Medicaid, which it was believed 18 months ago would give needed hospital and nursing care to more eligible citizens. Both programs have accomplished this and, at the same time through their set standards for the hospitals to qualify as extended care facilities to receive this financial assistance, have provided the residents and patients with better treatment and care.

While it has had impact on the budget and care in the eight county facilities surveyed, there is a wide variance in the opinion of administrators as to what these federal funds have accomplished for the local taxpayer.

employment and living quarters, either own rooms or apartments, or adult foster homes.

There are approximately 1,100 county residents living in Winnebago, Outagamie and Waupaca county hospitals, with weekly per capita costs varying from \$70 to \$40; or in Outagamie County's Golden Age or General Hospital; Calumet County's Homestead; Winnebago County's Pleasant Acres or its Sunnyview Sanatorium, shared with Fond du Lac County. In these latter facilities, homes for the aging and chronically ill, the cost of care varies from \$83 to \$105 per week.

While the cost of labor and food have sent county hospital and home budgets up, federal and state aids have cut the county taxpayers share of the costs. In Winnebago County,

where to bank, how to avail themselves of community services, find an apartment and a job." Seven patients have been released through Horizon House, one who had been a patient for 11 years and "who might have been here forever. He is now holding a job and making his own home," he added.

Twenty-four patients have been in the day-night hospital alcoholism treatment program and six have been discharged and are making their way in the community.

"We give the patient some security and group therapy, but most importantly, we give him time to think about himself and make decisions — they know we back them up," explains Speener. The proof that it is working lies in the fact that local physicians and agencies are now making referrals to Outagamie's program, the superintendent adds.

"An all out effort to return the patient to the community distinguishes the program at Outagamie County," promises the administration. Its gravest concern is the increasing numbers of younger patients now coming to the hospital.

cruiting new staff, according to the superintendent.

### Rate Increase

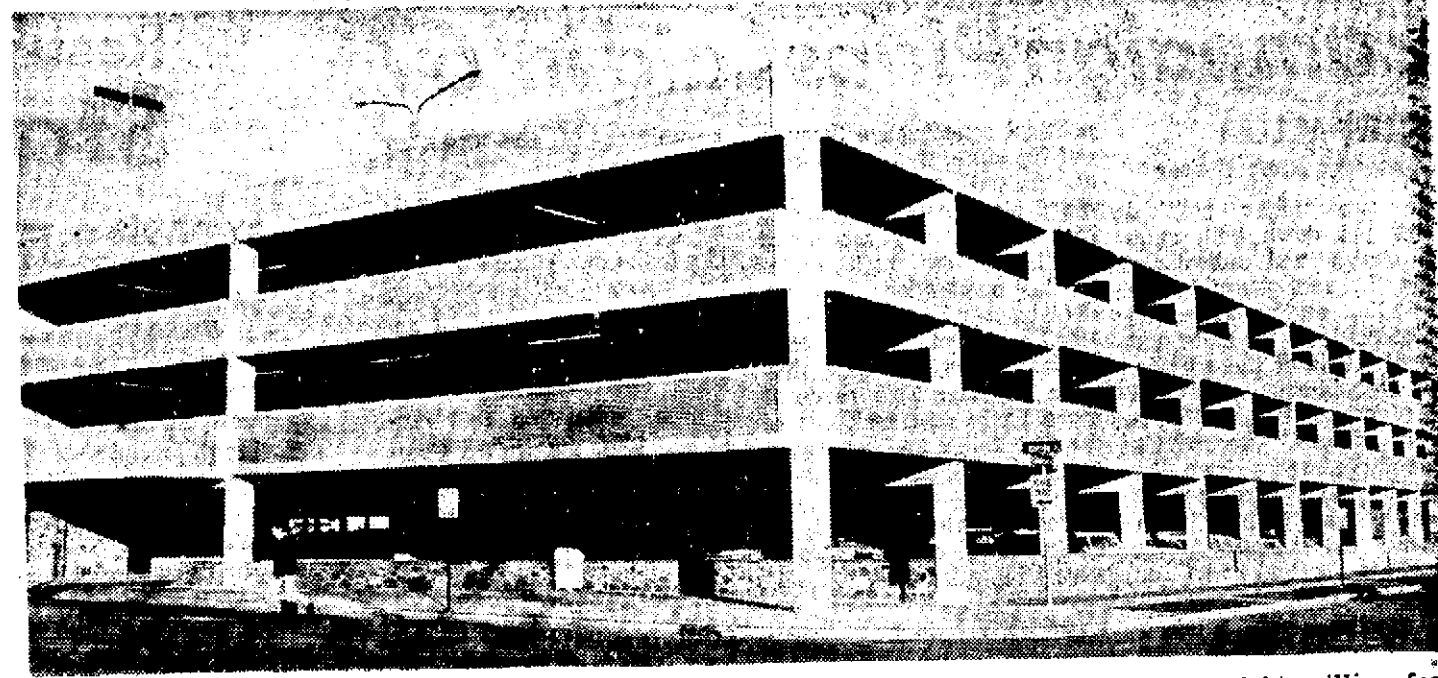
New rates, which include increases of from \$1.50 to \$5 per day for minimum and maximum care, have not been a deterrent in the number of applications for residency.

"There are not enough beds in Outagamie County for the chronically ill and aging," states Dr. John G. Russo, superintendent of Riverview Sanatorium and General Hospital.

He also points out that a hiatus has been reached in reducing the active tubercular cases and a new drug has been put into use for the person infected for the second time, "an extremely difficult patient to handle," says Dr. Russo.

Of primary concern to Dr. Russo is the increase of emphysema and the fact that he is seeing more and more women with the affliction. "It was considered a man's disease but in the past several years, I find 10 per cent of the diagnosed emphysema cases are female."

At the dispensary, where 4,000 Outagamie residents were x-rayed in 1967, Dr. Russo found at least one lung cancer a month, and this disease is also now being found with greater frequency in female patients.



A New Addition to Downtown Appleton in 1967 was this attractive multi-story parking structure

built by the city at an overall cost of \$1 million for 450 cars. It's known as the Soldiers Square Ramp.

## Tax Money Main Issue in State

CONTINUED FROM PAGE 11 say that the state will be required to pay at least half of the cost of operating those schools, if they are expected to achieve the mission that has been assigned to them.

There will be demands for new welfare institutions, and almost surely, an enlarged highway improvement program through additional motorist taxation, to accommodate a steady increase in the volume of traffic in the state.

For the first time the cost of servicing state and local debt will be a formidable item in state and local budgets. State and local bond issues are increasing at a higher rate each year.

As the pressure of creature localities upon the state for relief of their financial woes grows, the state will turn ever more anxiously to Washington for a greater share of the federal taxes paid by Wisconsin residents to the national treasury.

In 1967 those federal taxes

collected in Wisconsin aggregated \$2,680 billion, against the \$1,592 billion realized in state and local levies.

### Block Grants

If there is a disposition in the Congress to authorize "block grants" of federal income to the states, instead of the categorical aids that are usually tied to state and local matching funds, it may have a tendency to reduce the pressure upon the local and state tax base. But the enact-

ment of such a program cannot be assured, and if it is enacted, it will probably only decelerate, rather than avoid, the rise in state and local tax levies.

Recent statements of respected students and state officials, moreover, have suggested that the sheer pressure of supporting an ancient form of organization of local governments and a proliferating number of local tax jurisdictions will bring increasing demands for a reform and simplification of the local government structure in the state.



### Another Revenue

"We do have more money coming in from the two programs, whatever that means. It is another source of revenue from the taxpayer, just coming out of another pocket," observed one, with tongue in cheek.

"Medicare has done a great deal for the eligible aging patient, who has limited funds, and has been reluctant to spend his money for the care he needs," said another. "Now they know about it, what it is and how it works and they use it."

Most of the county hospitals are operating at 100 per cent capacity and there are waiting lists at Winnebago, Calumet and Outagamie county homes for the aged and the chronically ill.

### Costs Vary

High on the priority list of county hospital administrators are, first, further development of Community Mental Health Centers, with county hospitals a part; and more education in the communities to accept the recovering patient, by offering

for example, operation of the county hospital with a \$1.4 million budget, cost the county taxpayers \$105,000 less when Medicare and Medicaid funds were received.

Budgets at the sanatorium and general hospital at Kaukauna, Homestead at New Holstein, Waupaca County at Weyauwega and at Outagamie's Golden Age Home, 55 to 80 of the residents benefitted from the two programs.

Most encouraging in the county programs has been the return of patients to their homes and communities, through stepped up treatment and rehabilitative programs.

Horizon House, opened last July, and the alcoholism program, in a day-night hospital setting, have been the two most important happenings at Outagamie County, says Eugene K. Speener, superintendent.

### Program Works

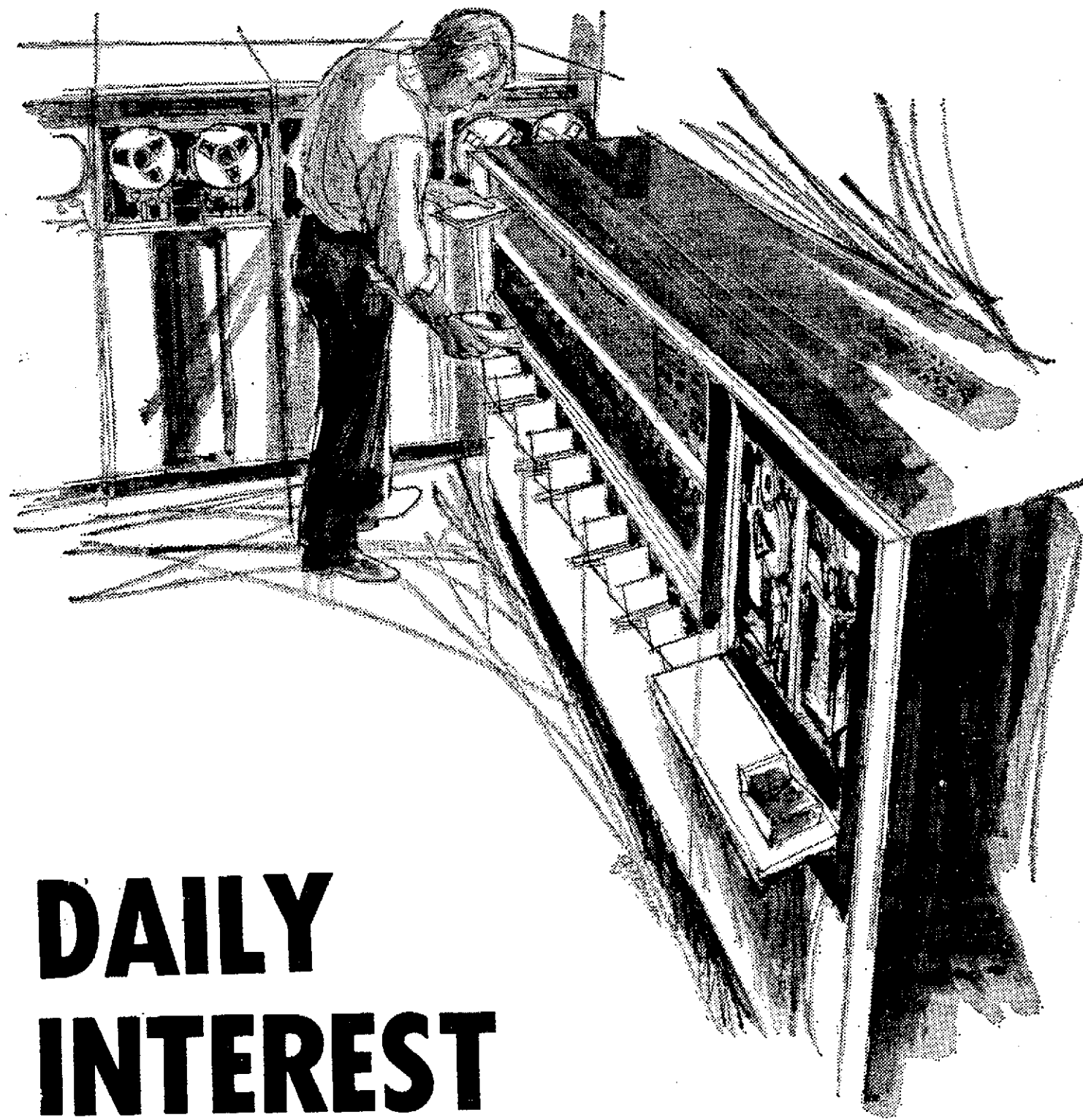
"We have proof that it works," he commented. "Through Horizon House, patients about to be released to the community are reoriented. We teach them where to shop,

### Change Attitudes

The other problem, shared by county hospital superintendents, is how to change attitudes in the community, "which still fears the mental patient and is not aware of the urgency of getting help as early as possible for a loved one or friend — nor where to get it."

Donald Zboray, superintendent of Winnebago County institutions, hopes that in 1968 he will see something done about public transportation to the county hospital and Pleasant Acres from Oshkosh, Neenah and Menasha. Also on his priority list is a sheltered workshop for the patient not completely employable. "It would be in the community and financed by Rehabilitation Services," he suggests.

This past fall, 123 residents of Pleasant Acres moved into the new \$2.5 million building which has a capacity of 230 men and women. There are 30 eligible applicants on the waiting list, with about four new residents being accepted each week. How fast the new building will reach capacity depends upon how successful the administration is in re-



## DAILY INTEREST

*Computed at the highest bank savings rate permitted by law, on your savings at American State Bank . . . from the first day your money comes in, until it's withdrawn.*

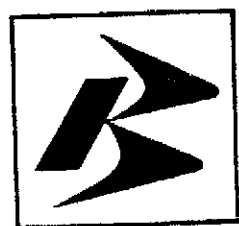
START or TRANSFER YOUR PERSONAL, CORPORATE, or FIDUCIARY ACCOUNT NOW

to

# AMERICAN STATE BANK

2915 WEST COLLEGE AVENUE • APPLETON, WIS. 54911 • MEMBER FDIC

Open Monday thru Thursday  
9:30 A.M. to 4:30 P.M.  
Fridays: 9:30 A.M. to 8:00 P.M.



An agency this big in Appleton?

Sure!

The 1967 acquisition of Creative Group, Inc. by The Biddle Company opens new vistas for Wisconsin advertisers interested in a close-at-hand, total service agency with major league status.

The Biddle Company of Appleton is a thriving part of a five-city agency that's currently serving 60 advertisers in 12 states. Manpower totals 174 — and in this muscular mix you'll find a number of advertising pros with the kind of experience and talent you're after.

With billings at \$17 million a year, business is good. But we're out to make it better.

Especially in Appleton.

**THE BIDDLE COMPANY**  
Advertising

APPLETON / BLOOMINGTON / CHICAGO / KANSAS CITY / LITTLE ROCK

Already serving these Wisconsin Companies:

Aid Association for Lutherans • Appleton  
Appleton Mills • Appleton  
Appleton State Bank • Appleton  
Bergstrom Paper Company • Neenah  
Kimberly-Clark Corporation • Neenah  
(Hospital, Barber and Beauty Products)  
Klenzade Products • Beloit  
Oshkosh B'Gosh, Inc. • Oshkosh  
Regal Ware, Inc. • Kewaskum  
Shopeko, Inc. • Green Bay  
Tecumseh Products Company • Grafton  
Wisconsin Public Service Corporation • Green Bay  
Wisconsin Tissue Mills • Menasha



Dems, GOP Active in Valley

# Campaign Plans Laid in '67

BY CLIFF MILLER  
Post-Crescent Staff Writer

The two major political parties put down both stepping stones and milestones during the past year in the Fox Valley region, reflecting developments at the state and national levels of the parties.

For Republicans, it was a year of consolidation after a year of victory. The party's mood of confidence from the previous year's successes at the polls was firm by a relatively untroubled year in the office it had won or defended in 1966.

For the Democrats, it was a year of wound-licking and rebuilding, often while battling discouragement left over from the defeats of the previous year, and also hindered by disagreement within the party itself over the course the nation is taking in Vietnam.

## 'Off-Year'

Republicans established early last January what has already become one of their favorite claims when they talk with voters — that they were able to "hold the line" and avoid raising state taxes in spite of passing the state's first budget of more than \$1 billion.

Democrats have simultaneously been honing charges that the additional taxes that should have been imposed at the state level have instead been shifted back to local governments to finance by raising property taxes.

The other major event in Madison was adoption of the Kellett government reorganization bill, hailed as a bipartisan victory over an elderly system of government grown bulky and unwieldy with addition of new and often overlapping layers over the years.

Fox Valley politicians were prominent in state legislative activities. One of the more frequently mentioned names in press dispatches from Madison was that of Assemblyman Harold Froehlich, Appleton, who served as speaker of the Assembly. David Martin, R-Neenah, was also among leaders of GOP activities in the legislature, serving as assistant majority leader of the same body, while also a member of the powerful state building commission.

political consequence throughout the state, was the passage of revised presidential primary election laws, requiring that all generally recognized candidates for both major parties' nominations for president be listed on the primary election ballot, unless they denied in writing that they were running. This made it more likely that residents of the Fox Valley and the rest of the state will see the candidates first-hand, while it also focused greater national attention on Wisconsin voters in the spring primaries.

## Vietnam Issue

Crystallizing around the developing presidential campaigns, the war in Vietnam became the vortex of swirling debates in both parties, but most evident in the Democratic camp.

The dispute was brought into focus here with the formation of Concerned Wisconsin Democrats, linked to a national group of dissidents seeking to express their opposition to President Johnson's war policy within rather than outside their party. The group initially announced aims of encouraging Wisconsin citizens to express disapproval of this nation's activities in Vietnam by voting "no" after the name of President Johnson on the April presidential primary ballot.

When Minnesota Sen Eugene McCarthy announced his candidacy for the Democratic Party presidential nomination as an opponent to Johnson, however, the "no" vote campaign fell by the wayside and CWD handed McCarthy its support.

Locally, the formation of the dissenting group took a dramatic turn when Mrs. Marilyn Taylor, Appleton, chairman of the Outagamie County Democratic Party, joined those helping organize CWD, but later resigned saying that the organization's efforts had been misconstrued as a "dump Johnson" campaign. The President, she said, "does not deserve shabby treatment from me."

In the Sixth Congressional District, the controversy centered in Oshkosh, where the Winnebago County party chairman, Mrs. Diana Green, and a potential congressional candidate, the Rev. Paul Treat II, both were among

organizers of the dissenter group.

Rev. Treat, a campus pastor at Wisconsin State University-Oshkosh, withdrew his name as a candidate for lack of support, but remained active in CDW. Shortly afterward Treat was told by the church association that employed him, the United Campus Christian Fellowship, that his tenure in the post would end next spring. His activities along the fringes of politics were involved in the decision.

Mrs. Green and another Sixth District county chairman, Anthony Fischer, of Cedarburg in Ozaukee County, as well as Mrs. Taylor, prior to her withdrawal, were exceptions to the rule that party leaders and Democratic office holders generally shunned the CWD campaign as a threat to party unity.

## Race Campaign

John Race of Fond du Lac, who held a term in office as Democratic congressman from the Sixth District, was among those who vociferously chastised the Concerned Democrats. The former factory worker and unionist, who was unseated in fall, 1966, by Republican William Steiger of Oshkosh, announced early in the following year that he would be a candidate for reelection nearly two years from then, in this coming November's election.

Steiger, Rep. Melvin R. Laird of the Seventh District, and Rep. John Byrnes of the Eighth District — all Republicans — were in somewhat the same positions in Washington as the Democratic officeholders from back home who served in Madison. Their chief role was that of "loyal opposition" to an administration of the opposite political camp. The Democrats in Washington usually controlled the action, and the Republicans were left with the job of offering criticism and alternatives, most of which would carry over as "the record" to be cited in 1968 during the campaigning.

Steiger, as the newcomer to Congress among the three representatives of neighboring districts, was quick to assert himself as a member of the miniature "power elite" among the House freshmen who chose to ignore traditions that first-termers keep still.



Assemblyman  
David O. Martin

# Result of Planned Effort State Shows Healthy Growth

BY DAVID O. MARTIN  
Assistant Majority Leader,  
Wisconsin State Assembly

Wisconsin's economic growth and industrial climate improved substantially over the past two years and this achievement did not come about purely by accident. In spite of Wisconsin's high rate of corporate and individual income taxes, a relatively high property tax, both personal and real, Wisconsin's industrial growth has exceeded the national average. Our state has shown an increase of 7.8 per cent over 1966 in personal income compared with the national average of 7 per cent and has maintained a 3.7 per cent unemployment rate compared to the national average rate of 4 per cent.

In explaining the growth of industrial and business development in our state over the past two years, one must point first to the aggressive policy our present state administration has had in involving industrial and business leaders of this state in governmental activities. This was manifested through the appointment of industrial and business leaders to such important committees as the Kellett Reorganization Committee, the Governor's Task Force on Medical Education, the Governor's Board for Economic Development; all of which have made substantial contributions to the State of Wisconsin.

## No Tax Increase

In addition, one of the significant achievements of the past legislative session was the enactment of a state budget which required no increase in state

taxes. While neighboring states, our chief competitors, were forced to increase taxes to finance necessary state programs, Wisconsin had a sufficient expanding economic base to support public services without having to levy additional taxes. This situation should further improve Wisconsin's competitive position in future years.

The "We Like It Here" slogan which was initiated in Wisconsin three years ago has taken hold and has had broad application in promoting our state. Not only have industrial groups used the slogan in their promotions, but also such organizations as the Chamber of Commerce and labor union have effectively used it as well. This slogan has played an important role in changing the industrial climate in Wisconsin from one of relative disinterest to one of intense interest on the part of the business community.

Capitalizing on the success of this slogan, 50 prints of a new half-hour film titled "We Like It Here" are ready for distribution on a national basis for presentation to television stations and na-

tional organizations.

Aside from the techniques that have been used successfully in promoting Wisconsin industry, agriculture and recreational resources, such tangible administrative and legislative acts as accelerated highway programs, industrial research councils, expanding of vocational and technical educational opportunities, selling Wisconsin projects through trade missions, developing of important higher educational-industrial relations and the improvement of environmental surroundings have all served to make Wisconsin a well-balanced economic and industrial state in which to live.

Recognizing the giant strides Wisconsin has produced in the last few years in its industrial development and its expansion of the economic and social opportunities within its boundaries, Wisconsin's future looks extremely bright. It will, however, become the responsibility of succeeding governmental administrations and legislatures to insure that this achievement will continue in future years.



Hopefully, Construction will start this summer on a new post office to serve Appleton on the site, above,

bounded by Franklin, Division and Packard Streets. (Post-Crescent Photo)

# Tomorrow

calls for informed investing. Whether you're new to the market or a seasoned investor, we welcome the opportunity to meet you and discuss the many ways in which McKee, Jaeckels & Ryan, Inc. can help you.

LISTED and UNLISTED  
STOCK and BONDS

TAX EXEMPT BONDS

MUTUAL FUNDS

APPLETON'S OLDEST INVESTMENT HOUSE  
serving this area for over a quarter century

## McKee, Jaeckels & Ryan, Inc.

- Carl S. McKee
- John N. Jaeckels
- Joseph F. Ryan
- Claude N. Bowlby

ZUELKE BUILDING • APPLETON, WIS. • 733-5585

# Another milestone

On January 26, 1968, Aid Association for Lutherans reached \$4 billion life insurance in force. There are more important things than growth, but we are pleased to have achieved this milestone. Especially because it was attained without ever losing sight of the worthwhile purposes for which AAL was founded.

When Aid Association for Lutherans was organized in 1902, the founders set forth these primary objectives:

- to provide funds for aged and sick members, and for the widows and orphans or designated beneficiaries of deceased members.
- to create funds for mutual aid to members.
- to preserve these funds by judicious investment.
- this is to be accomplished by associating Lutherans for fraternal benefit purposes under a business conducted in keeping with the aims and principles of fraternal benefit societies.

We look for continued growth at AAL. But it will never get in the way of what we started out to do or be.

### Fraternal and Financial Highlights of 1967

Number of recipients of individual educational awards.....	1,300*
Total fraternal and benevolence expenditures .....	\$ 2,834,457
Benevolent contributions by local branches .....	\$ 130,000*
Insurance in force .....	\$3,987,217,532

(\$4 Billion Life Insurance in Force Reached Jan. 26, 1968)

New insurance paid for .....	\$ 477,645,507
Increase in insurance in force .....	\$ 364,914,117
Total payments to members and beneficiaries .....	\$ 36,732,020
Total assets .....	\$ 657,045,691

\* Estimated

### AID ASSOCIATION FOR LUTHERANS APPLETON, WISCONSIN

# post corporation

*A Fox Cities Based Company Publishing*

## THE POST-CRESCENT

### Our Purpose Is —

to convey the actions, expressions and opinions of man to their friends, neighbors, and all who wish to know and understand.

### Our Efforts Are Directed —

to disseminate news and information, to provoke and stimulate discussion, and create enjoyment.

### Our Policy Is Geared —

to defend the right of the public to know all truths commensurate with the safety and welfare of the nation and those who carry its banner, and to our right to present facts which will promote a clear and full understanding of man's activities and his opinions.

### Post Corporation Properties

#### NEWSPAPERS

**The Daily Post-Crescent**  
Appleton—Neenah—Menasha, Wis.

**Twin City News-Record**  
Neenah-Menasha, Wis.

**The Sunday Times**  
Oshkosh, Wis.

**West Allis Star**  
West Allis, Wis.

#### TELEVISION

**WLUK-TV**  
Green Bay, Wis.

**WLUC-TV**  
Marquette, Mich.

**WEAU-TV-FM**  
Eau Claire—Chippewa Falls, Wis.

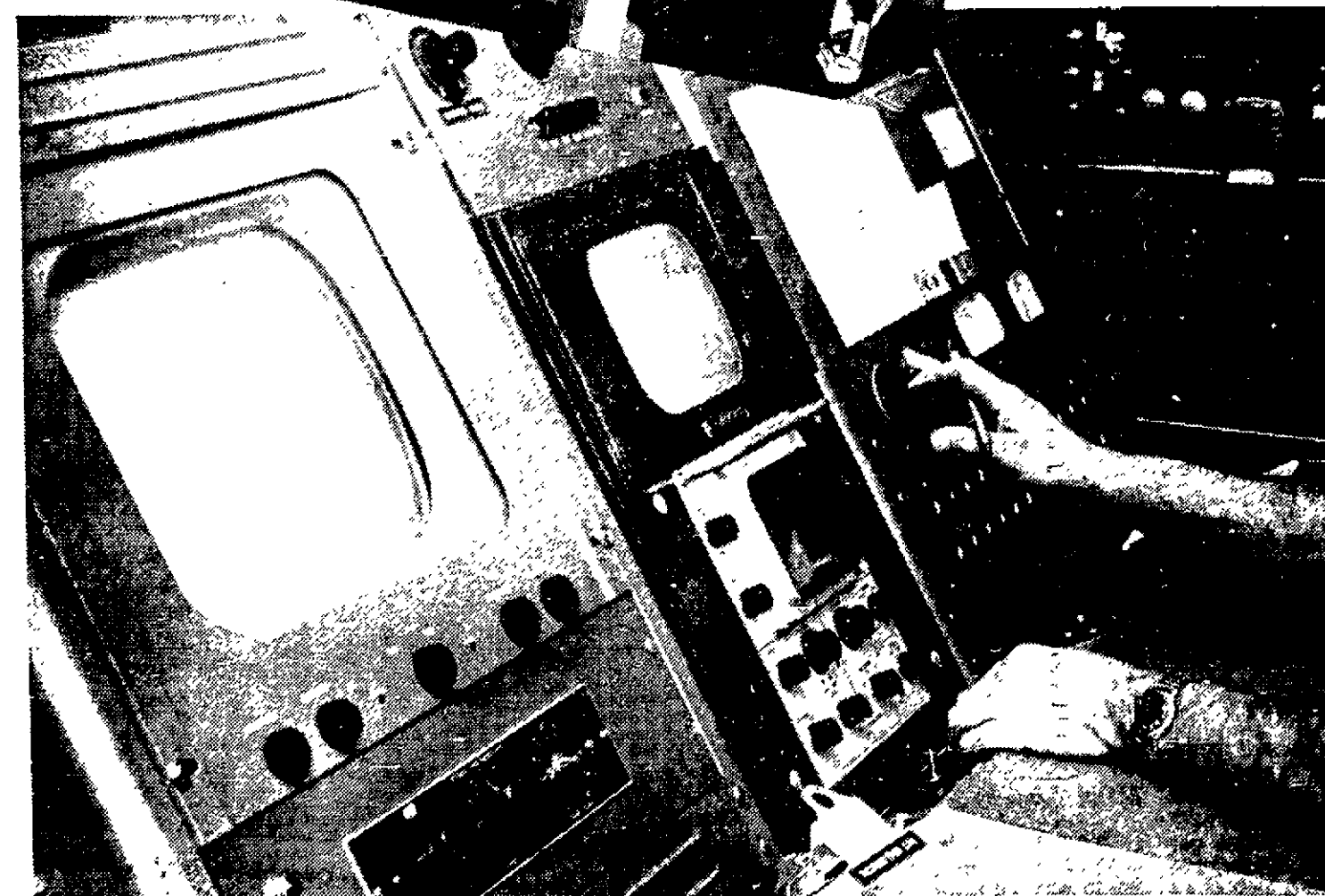
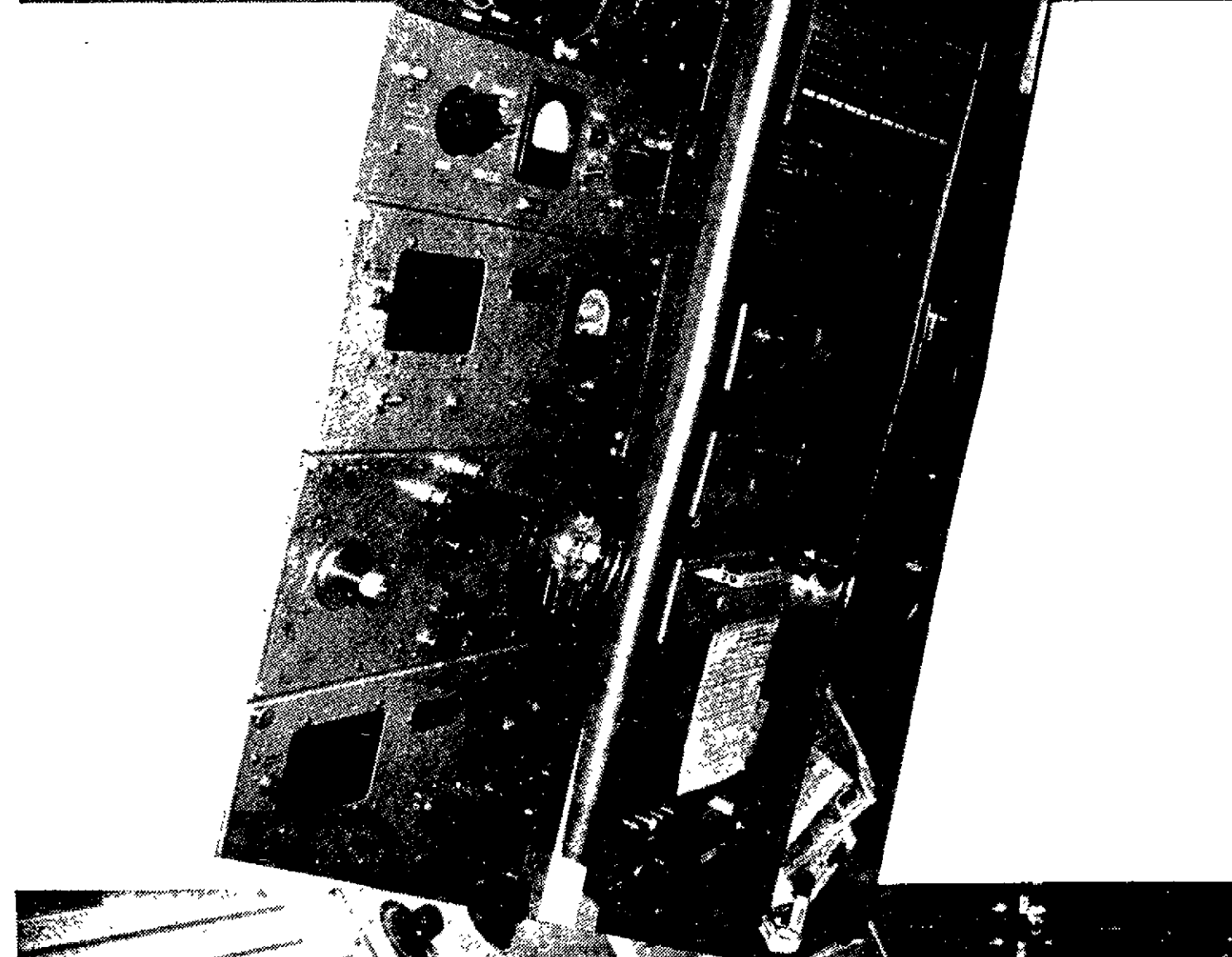
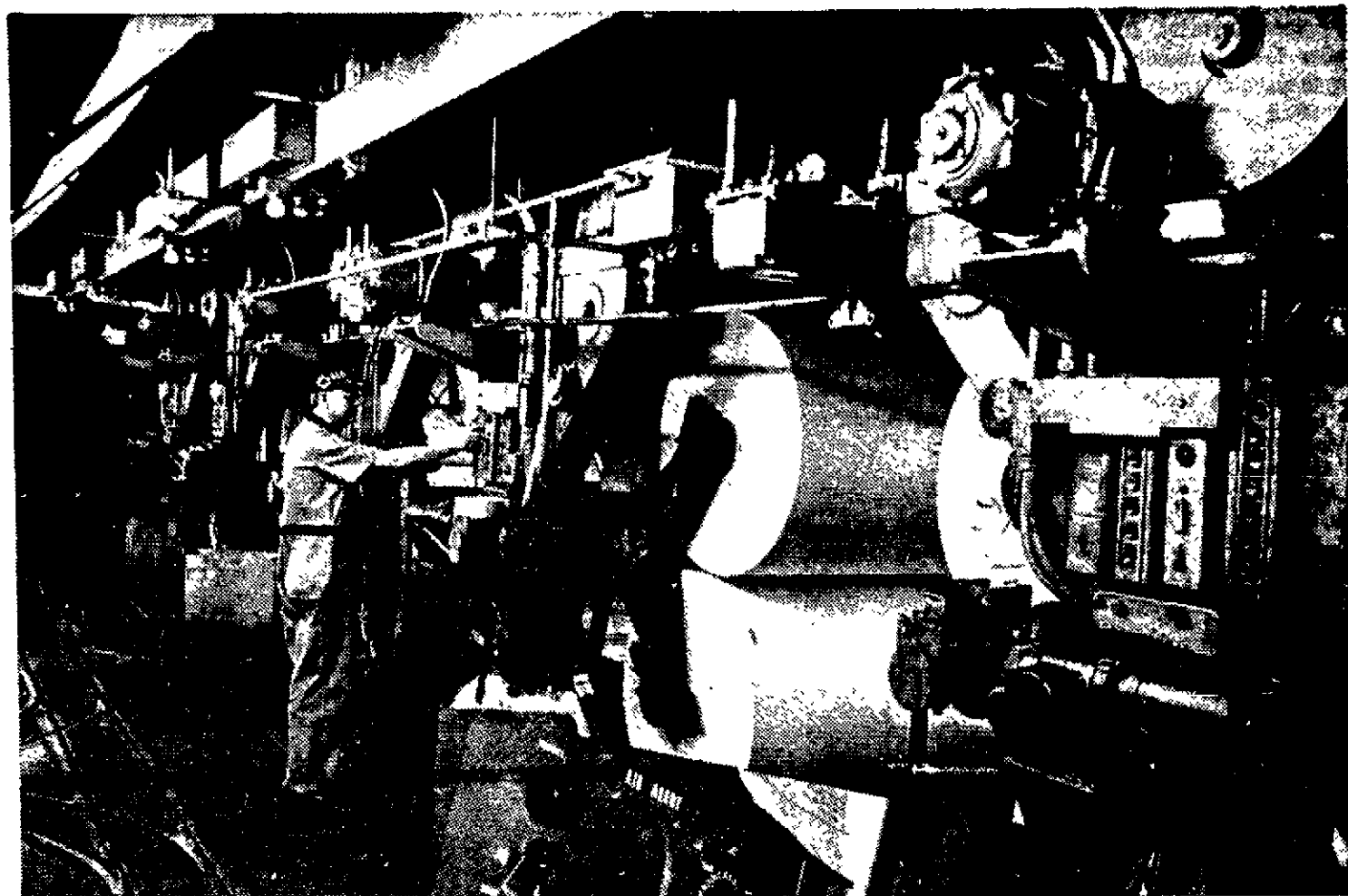
**KTVO**  
Ottumwa, Ia.—Kirkville, Mo.

#### RADIO

**WXCO**  
Wausau, Wis.

**WAXX**  
Eau Claire—Chippewa Falls, Wis.

**KBIZ**  
Ottumwa, Ia.





# First in Country Unemployment Pay Designed to Sustain Society

BY LAWRENCE BURLEY

Administrator, Unemployment Compensation Division, Department of Industry, Labor and Human Relations

MADISON — Unemployment Compensation is society's first line of defense to protect the wage-earner and his family during periods of involuntary unemployment. It also benefits the community by helping to sustain purchasing power when payrolls are cut back.

In January 1932, Wisconsin

## Burley Former Appleton Man

Lawrence A. Burley is a veteran state civil servant who started his professional career as a lawyer in Appleton, where he practiced from 1934 to 1936. In 1936 he joined the administrative staff of the state unemployment compensation division, and he was named head of that big state department a year ago. He is a graduate of the University of Wyoming.

adopted the first unemployment compensation law in this country. In passing that law, Wisconsin sought a constructive system which would benefit workers, business and the whole economy.

## Places Covered

In 1967, Wisconsin's covered employers averaged just over 28 workers each and had employees in some 40,700 different places of work.

The trend of covered private employment has been upward since 1950, increasing from a monthly average of 735,100 workers in that year to an average of 1,012,000 for the first 6 months of 1967.

Wisconsin's law also applies to over 60,000 public employees — employed by the state, by the City of Milwaukee, or by those cities or counties which have elected coverage. Instead of requiring unemployment reserves in such cases, the law simply requires each government unit to reimburse the fund for its benefit costs.

Wisconsin's fund reached an all time high of \$269.7 million in October of 1967. It has increased steadily since its March 1963 post-war low of \$182.5 million.

## Dollar Reserves

Although dollar reserves hit record highs last year, the relative adequacy of the fund has barely kept pace with the increase in its potential liabilities. The economic expansion of recent years greatly increased employment and wages, thereby increasing the future benefit liabilities of the fund. These rising potential liabilities offset most of the dollar growth of the fund.

Wisconsin's law has from the start included a clear cut system of individual employer "experience rating" — with each employer's contribution rate based (after three years) on his own experience under the law. This system of setting rates is designed to charge each employer with the benefit costs of his own experience and to encourage steadier jobs, so far as practicable.

Each employer's contribution rate is determined once a year, based on his own record, as to payrolls, contributions and benefit payments. Contribution rates vary accordingly, both among employers and from year to year — based on varying experience.

## Experience Rates

The law now uses 11 possible "experience" rates, each stated as a percentage of the employer's taxable "payroll" (the first \$3,600 of wages per worker, per year). Experience rates range from a high of 4.4 per cent down to zero per cent. The higher rates apply only after an employer's benefit costs have exceeded his contributions; the lower rates apply to an employer only when he has built up substantial reserves. About 24 per cent of Wisconsin covered employers had a zero rate in 1967.

The average rate of contributions, stated as a percentage of the 1967 taxable payrolls, is estimated at 1.5 per cent. If stated as a percentage of the year's gross total wages for covered work, the average rate of contributions is estimated at 8 per cent.

By 1964 it had become clear that the fund's "balancing" or solvency account (which finances the benefits charged to overdrawn employer ac-

counts) should be strengthened, and that a better method should be found to assure that the solvency account remained adequate, other than by transferring needed amounts from only those employer accounts with positive balances.

The net amount in the balancing account increased from a low of \$5 million in March of 1965 to \$23.4 million in October, 1967.

Each claimant's benefit rights are determined and fixed for a "benefit year", based on his covered work and wages with each of his covered employers during the preceding "base year".

## Weekly Benefit

The weekly benefit payment that applies to an eligible claimant depends on his own average weekly wage from the given employer, figured by dividing his work weeks into his gross wages for such



Lawrence Burley

weeks. The law's schedule of weekly benefit rates is weighted in favor of the lower earning brackets. In the higher wage brackets Wisconsin's benefit schedule pays each jobless worker about 50 per cent of his average weekly wage — up to the law's top benefit rate.

Wisconsin's law provides that the top weekly benefit rate is set each Jan. 1 and July 1. It is figured at 52½ per cent of the gross statewide average weekly wage — for all of Wisconsin's covered employees during the 12-month period which ended six months earlier. This semi-annual adjustment keeps the law's benefit ceiling up to date — in line with changing wage levels.

During the year ending on Dec. 31, 1967, Wisconsin's benefits for total unemployment ranged from \$11 per week up to \$61 per week, and averaged \$47.93 per weekly check. The top rate became \$62 on Jan. 2.

## Duration

The number of weeks of benefits depends on how many work-weeks the employee has had in covered employment during his base year. He needs 18 such work-weeks, to qualify at all. Beyond that, the more weeks he has worked, the more rights he has built up and the more benefit weeks he may draw — if he remains unemployed and eligible.

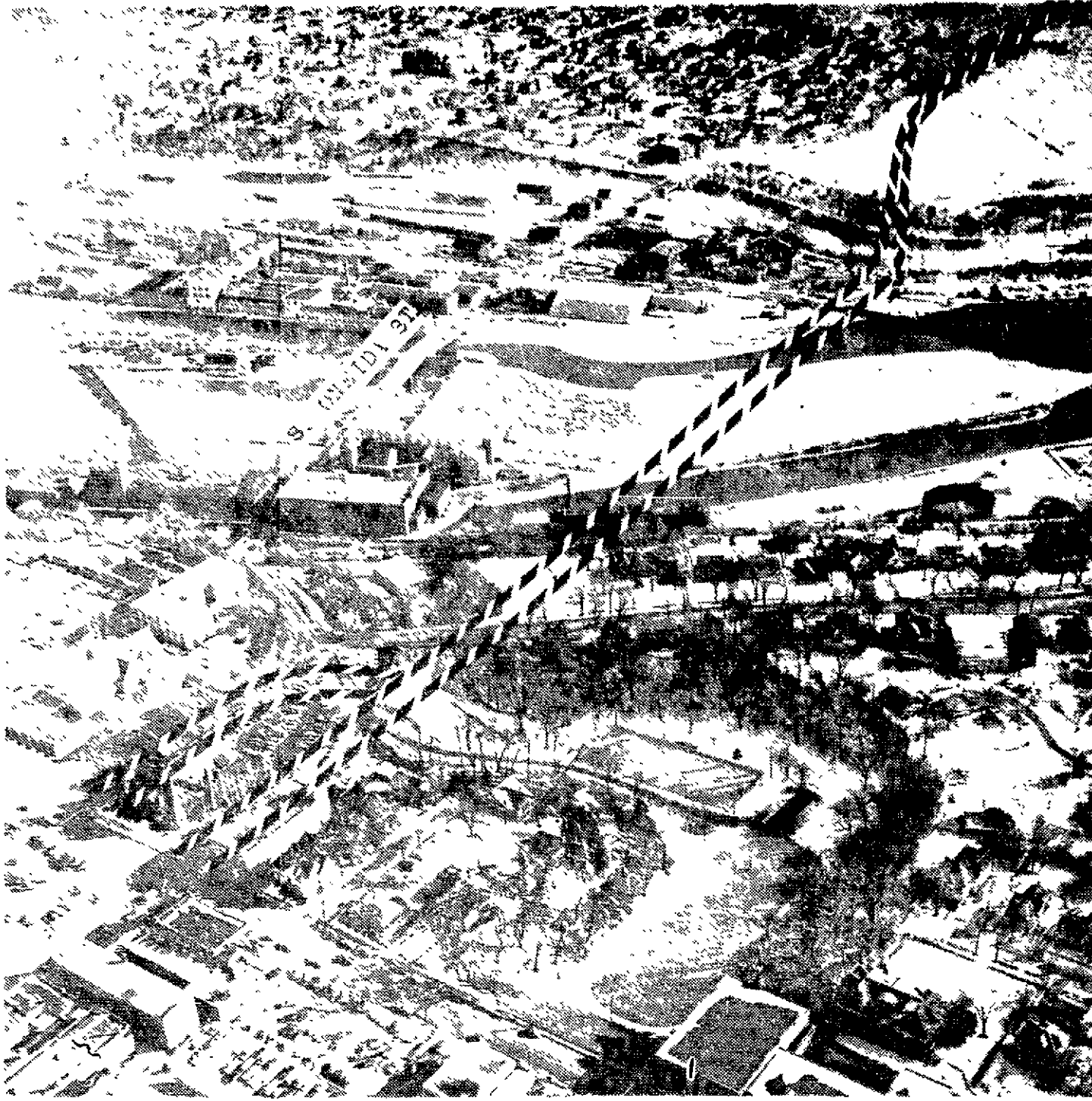
If a worker has had 43 or more weeks of covered employment within his base year, he may draw up to 34 weeks of benefits. If he had fewer work-weeks, his benefit weeks equal 80 per cent of his actual work-weeks.

## Must Accept Job

To remain eligible, a jobless claimant must apply for any job to which a public employment office refers him and must accept any work offered him, or show good cause for his failure to do so. Whenever a claimant turns down a job without good cause, the law's "work test" stops his benefits until he has worked again, in at least four weeks.

Various other qualifying, eligibility and disqualifying conditions apply. For instance, no benefits are paid to workers while they are out on strike. Benefits are suspended while a claimant is unavailable for work. An employee who is discharged for misconduct on the job, or who quits his job without adequate cause, cannot draw any benefits based on that job.

Jobless benefits paid under Wisconsin's law totaled \$43,148,123 during 1967.



# Appleton Must Follow Plan to Avoid Chaos

CONTINUED FROM PAGE 10

Acceptance of the primary street system insures that the major share of every trip made will be on the primary street system. In principle, this philosophy is similar to the patron of a public transportation facility being able to travel from within a short distance of his residence to a short distance from his destination. The efficiency of this principle is unchallengeable.

It is true that a system's approach to a transportation plan tends to impact rather cruelly on an individual here and there, and it is difficult to convince this individual that what is proposed is essential to the well-being and progress of the community as a whole. Public policy should support the fair treatment of these individuals but should be firm in the pursuit of the goals of the transportation system.

Of all the problems facing the urban community today, the problems of traffic are the least likely to disappear from

neglect and the most likely to cause chaos and decay.

## Plan Is Sound

Appleton's transportation plan is sound, feasible, and practical. It has some areas of limited flexibility but major alterations to avoid upsetting the status-quo are not available.

The transportation plan will not meet its primary function if it is to be subjected to process of continuing violation and modification.

The primary street system at present is severely hampered by rights-of-way that were adequate during the days of horse-drawn vehicles but have not been improved upon since. Two-thirds of the primary street system has rights-of-way of 60 feet or less, and only 12 per cent of the primary system has rights-of-way widths of more than 66 feet.

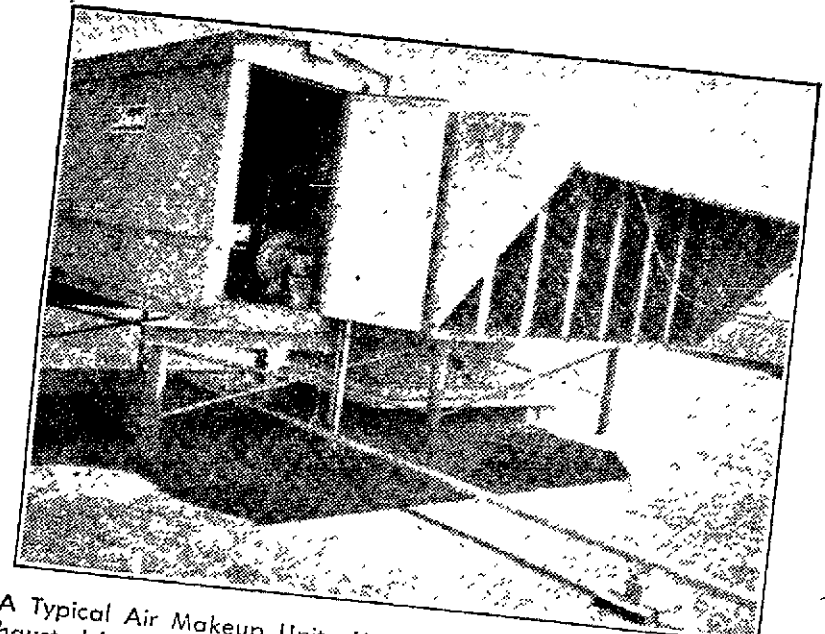
The expansion of the rights-of-way of a number of segments of the primary street system is the first step in the implementation of the transportation plan. The public policy decision necessary for implementing this crucial phase of the plan must be made now.

Let us hope that the City of Appleton will meet its responsibilities, for it cannot escape the consequences of not meeting them.

Tentative Route and two approaches leading into the Appleton central business district for the proposed Oneida Street high-level bridge — now under study — are shown in aerial view looking south over "Industrial Flats area."



Piping & Duct Work — in a recent "WINTERIZED" Project.



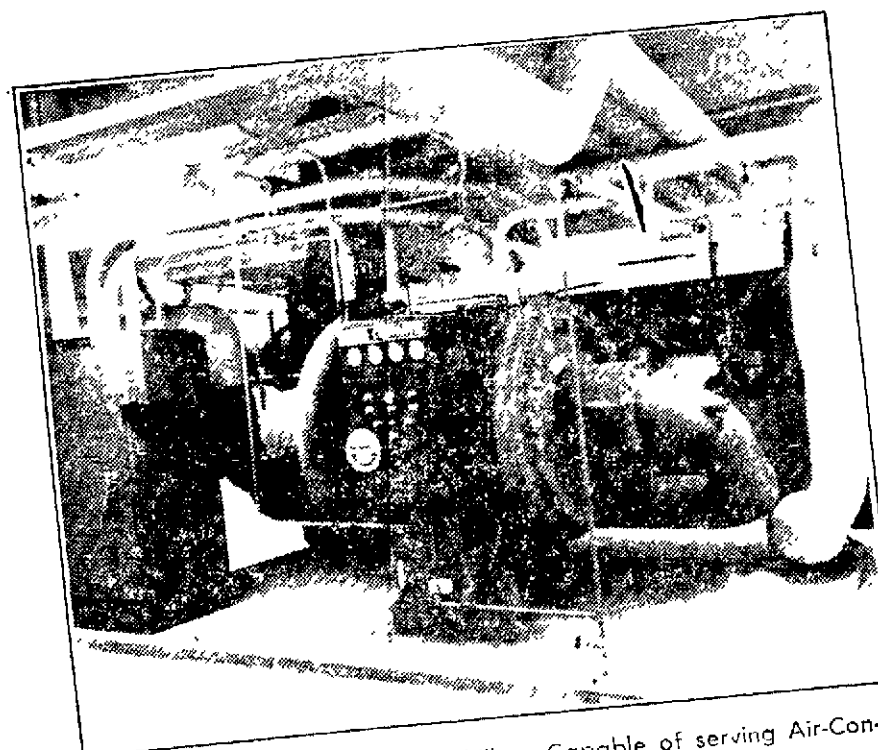
A Typical Air Makeup Unit—Used in Industry to provide Air exhausted by Process and expansions. Units available; 60,000 cfm or more.



the COMPETENT

# FOX CITIES' "Industry-Oriented"

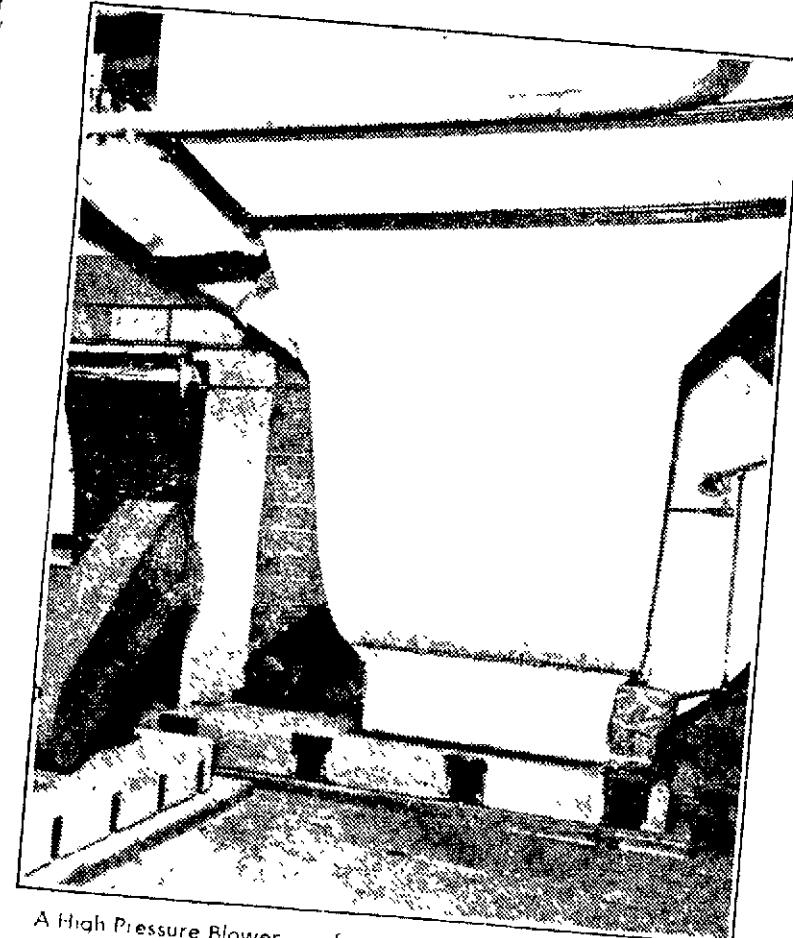
MECHANICAL CONTRACTOR SERVING ALL WISCONSIN



A Large Centrifugal Water Chiller—Capable of serving Air-Conditioning or Process applications.

## Industrial & Commercial

- ☐ HEATING
- ☐ VENTILATING
- ☐ AIR CONDITIONING
- ☐ PLUMBING
- ☐ ASME CERTIFIED WELDING
- ☐ GENERAL PROCESS PIPING
- ☐ CONSTANT TEMPERATURE AND HUMIDITY SYSTEMS
- ☐ FRESH AIR MAKE-UP SYSTEMS (GAS OR STEAM)
- ☐ STAINLESS AND METAL FABRICATION
- ☐ PROCESS COOLING
- ☐ PLASTICS—WELDING & FORMING



A High Pressure Blower — of type used for "Materials Handling" or "Air-Conveying" systems.



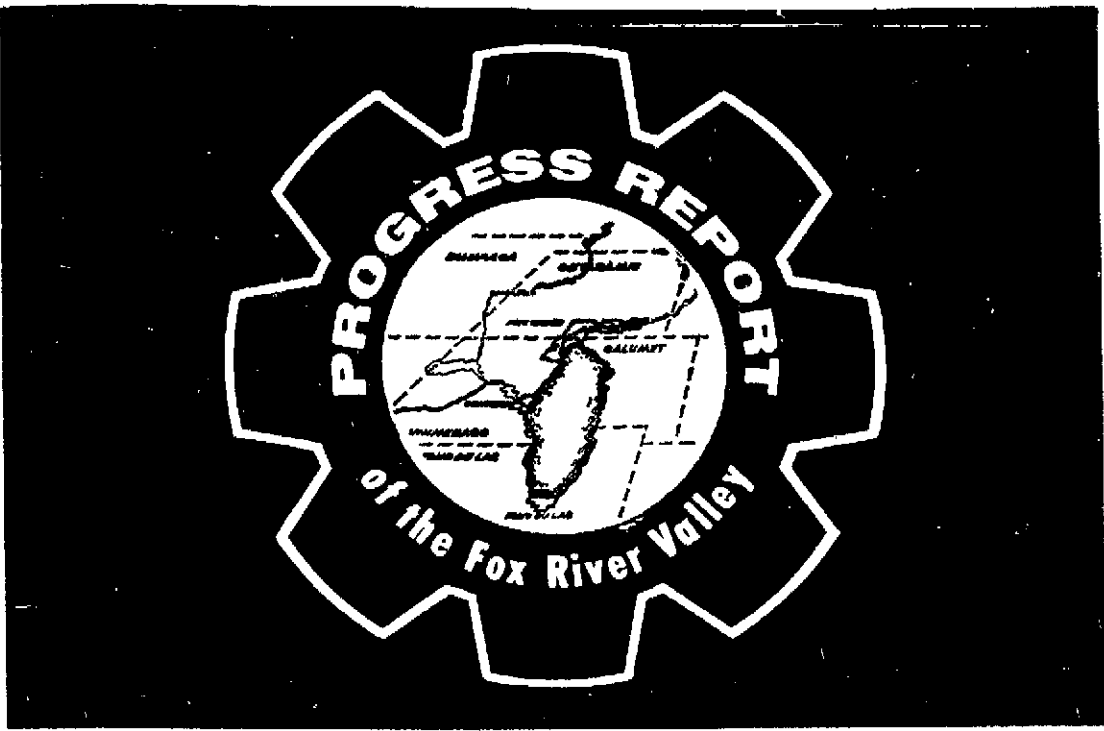
# August WINTER & Sons, Inc.

MECHANICAL ENGINEERS & CONTRACTORS  
INDUSTRIAL • COMMERCIAL • RESIDENTIAL

1216 W. Wisconsin Ave. • Appleton, Wis.

Phone 734-7144





# Population of Fox Cities Nears 160,000 Mark

## Biggest Gain Shown in Townships

BY MIKE WALTER  
Post-Crescent Staff Writer

The groundswell of Suburbia is with us yet.

The Fox Cities' version of Suburbia — represented by six towns — boosted its population during 1967 by 4.4 per cent to lead the Fox Cities to better than a 4,000-person gain during the year.

The 13 communities now can count 158,558 persons — or at least a recent census by The Post-Crescent claims.

Heading the list, of course, is Appleton with a total of 58,483. This represents a gain of 807 persons since last year's census. Already, Appleton has more than 10,000 persons within its confines since the 1960 census.

The City of Neenah posted the biggest numerical gain (826) and upped its total to 24,422.

The towns of Vandenberg and Menasha gained by 5.1 and 5.0 per cent in 1967 to lead the way in that department. Only the town of Neenah (3.4 per cent) failed to gain by 4 per cent among towns during the year, while the best any of the cities or villages could manage was Combined Locks' 3.7 per cent.

And a milestone was reached... barely. According to the census, the Village of Little Chute added 61 persons to its roles during the year, giving it an even 6,000.

The Fox Cities complex still has hopes of reaching the 170,000 mark by the official 1970 census. If it makes it, it will do so with very, very few persons to spare.

Actually, 251 fewer persons became a part of the Fox Cities in 1967 than had joined

### CITIES

Appleton	58,483	57,666	58,483	807	1.4	10,062	20.7
Neenah	24,422	23,596	24,422	826	3.5	6,365	35.2
Menasha	18,263	17,645	18,263	618	3.5	3,716	25.3
Kaukauna	12,496	12,275	12,496	221	1.8	2,400	23.7
Cities Total	113,664	111,182	113,664	2,472	2.2	22,543	24.7

### VILLAGES

Kimberly	6,412	6,299	6,412	113	1.8	1,090	20.4
Little Chute	6,000	5,939	6,000	61	1.0	901	17.6
Combined Locks	2,405	2,319	2,405	86	3.7	984	69.2
Villages Total	14,817	14,557	14,817	260	1.7	2,975	25.1

### TOWNS

Menasha	9,305	8,862	9,305	443	5.0	3,825	69.7
Grand Chute	7,819	7,497	7,819	322	4.3	2,784	55.2
Harrison	4,235	4,073	4,235	162	4.0	1,362	47.4
Neenah	3,616	3,497	3,616	119	3.4	1,343	59.0
Buchanan	3,291	3,146	3,291	145	4.6	1,411	75.0
Vandenberg	1,901	1,809	1,901	92	5.1	877	85.6
Towns Total	30,077	28,884	30,077	1,283	4.4	11,602	62.5
GRAND TOTAL	158,558	154,623	158,558	4,015	2.6	37,020	30.4

### ESTIMATED FOX CITIES POPULATION February, 1968

CITIES	1960 Census	Feb. '67 Estimate	Feb. '68 Estimate	1967 Growth	% 1967 Growth	Growth Since Census	% Growth Since Census
Appleton	48,411	57,666	58,483	807	1.4	10,062	20.7
Neenah	18,057	23,596	24,422	826	3.5	6,365	35.2
Menasha	14,647	17,645	18,263	618	3.5	3,716	25.3
Kaukauna	10,096	12,275	12,496	221	1.8	2,400	23.7
Cities Total	91,211	111,182	113,664	2,472	2.2	22,543	24.7
VILLAGES							
Kimberly	5,322	6,299	6,412	113	1.8	1,090	20.4
Little Chute	5,099	5,939	6,000	61	1.0	901	17.6
Combined Locks	1,421	2,319	2,405	86	3.7	984	69.2
Villages Total	11,482	14,557	14,817	260	1.7	2,975	25.1
TOWNS							
Menasha	5,480	8,862	9,305	443	5.0	3,825	69.7
Grand Chute	5,035	7,497	7,819	322	4.3	2,784	55.2
Harrison	2,873	4,073	4,235	162	4.0	1,362	47.4
Neenah	2,273	3,497	3,616	119	3.4	1,343	59.0
Buchanan	1,880	3,146	3,291	145	4.6	1,411	75.0
Vandenberg	1,024	1,809	1,901	92	5.1	877	85.6
Towns Total	18,565	28,884	30,077	1,283	4.4	11,602	62.5
GRAND TOTAL	121,618	154,623	158,558	4,015	2.6	37,020	30.4

up in 1966, when the estimated increase was 4,271.

This does not mean the Fox Cities is going to become a ghost town within the foreseeable future, but rather that birth control pills and other factors are making their effects known in more places than in family budgets. A total of 574 fewer births were recorded at the hospitals in Appleton and Neenah in 1967 than in 1966. While all are not from the Fox Cities, eventually they will show up in a population count.

### Contributions

The cities of Appleton, Neenah, Menasha and Kaukauna contributed over half of the 1967 growth figures, counting 2,472. The villages of Kimberly, Little Chute and Combined Locks counted 260 and the towns of Menasha, Neenah, Harrison, Buchanan and Vandenberg counted 1,283.

The smallest of the communities, Vandenberg, has an excellent chance of doubling its population between the 1960 and 1970 government censuses. Its 1960 population of 1,024 already is 1,901, good enough for an 85.6 per cent increase.

The Town of Buchanan is up

75 per cent since 1960 and the Town of Menasha and Combined Locks are near 70 per cent.

Little Chute is at the bottom in annual gain and eight-year gain as far as percentage is concerned. Its 61 new personnel in 1967 represents a 1 per cent gain and its 901-person gain since 1960 is a jump of 17.6 per cent.

## UW Again Leader in Academics

MADISON — The University of Wisconsin was an action center in 1967 — in every sense of the description.

Student power demands and a number of campus disturbances provided the headlines, but the University also made news in its established role of pace-setter in higher education.

The overall quality of the Wisconsin faculty again was rated third in the nation in an analysis by Dr. Raymond H. Ewell, vice president for research of the State University of New York at Buffalo. Wisconsin was the top-ranked Big Ten institution in the evaluation, based on ratings in the 1966 study of graduate education by the American Council on Education. The University of California at Berkeley came out on top with 845 points in the competition, while Harvard scored 842 and Wisconsin 708.

The quality of educational research performed at Wisconsin has been rated second nationally in a ranking based on opinions of leaders in the field. Wisconsin and Chicago tied for runnerup to Stanford University in a survey conducted by the Bureau of Applied Social Research, Columbia University.

A survey placed Wisconsin seventh among state universities and land-grant colleges whose alumni are executives of the largest corporations in the United States.

## Special Education CESA 8 Least Known Agency

Probably the least known but most widely-spread school agency in the area is the Cooperative Educational Service Agency 8 (CESA 8) which, despite its short history of three years, has compiled a lengthy list of projects and services.

Headed by Kenneth Poppy, coordinator and an 11-member board of control, CESA 8 embraces 17 school districts and has a total shared staff of 46 specialists working in a total of 86 public and parochial school buildings.

The purpose of the agency is to share specialist teachers' services throughout the district to make it more economical for the smaller schools which otherwise may not be able to afford them on a full or even part-time basis.

At the present time, 16 of the 17 districts are participating in one or more of the programs, compared to 14 in 1967.

CESA 8 has two main areas of endeavor.

The shared teaching staff, including speech correctionists, remedial reading instructors, nurses, psychologists and federal aids writers, number 15 this year.

### Mobile Lab

A mobile diagnostic reading laboratory, traveling from school to school testing children with reading difficulties, is the second project which has the distinction of being the first in the county.

Headed by Matt Valitichka, project director, a staff of 30 specialists, including psychologists, guidance counselors, psychometrists, technicians, central office staff and

remedial reading instructors, are divided into three phases of implementation:

—An inservice program of reading for all professional personnel of the participating schools

—A diagnostic evaluation of physiological, psychological and environmental correlates of reading disability.

—Individualization of instruction in remedial reading.

In short, some travel with the unit testing the children, others work out of the office evaluating the tests while a third group follows up the evaluations with corrective measures.

### Second Largest

A progress report on the activities of the mobile unit shows that so far, 1,591 children have been tested in the mobile unit for vision and hearing and of these, 280 have been referred to doctors and specialists.

In comparison to the other 18 agencies in the state, CESA 8 far outdistances all but one of them in staff and services offered, according to a document released by William Kahl, state superintendent of public instruction.

CESA 8, with its total of 46 shared personnel, is overshadowed only by the Waupun district, which had an active special education program administered by the county government and inherited by CESA 13 in 1965.

Other than that, the next highest agency below CESA 8 has 20.2 members on the staff, 25.8 fewer than CESA 8.

A look to the near future shows two new certain projects.

An instructional material center in Waupaca, Oshkosh and Appleton is planned this year. It will provide the latest in materials and teaching devices (hardware) for special education teachers.

### Special Projects

"Special education due to the needs of the children involved, requires unusual and different instructional materials than found in the regular classroom," Poppy explained.

These facts along with the situation that few consultative and supervisory personnel are available to these teachers, makes the new project of teaching special children exceedingly challenging, the coordinator added.

The second project is a supplementary educational center for public and parochial students who wish to use it for remedial work, advanced study and skill development.

These centers will be area facilities, both physical and organizational, and will be set up to provide a service or a program determined to be of the highest priority of need in the area served, to supplement that service which does not exist in sufficient quality or quantity.

It will also serve to promote and stimulate educational change in the area served for improvement of learning opportunities, a description stated.

### Pilot Program

Which program or service will be offered will be determined by the area and administered by an appropriate organizational design determined in the area having the

Turn to Page 4, Col. 5

### Innovations Abound

## Catholic, Protestant Groups See Changes

BY HENRY SIMON  
Post-Crescent Staff Writer

Innovations abounded in the religious news made in the Fox Valley during 1967.

Many of the changes made or considered came in the Roman Catholic Church, but Protestants, who marked the 450th anniversary of the beginning of the Reformation, were not immune to the desire for re-evaluation and improvement.

A Catholic parish in Appleton departed from tradition by not starting a grade school, while laity continued to make their voice heard in demands for a reorganized educational system in the city.

Clergy in the Green Bay diocese came out in favor of optional celibacy, according to a selective poll.

### Priest Group

An association of priests also was organized in the diocese, which late in the year mourned the death of its bishop.

Protestants were active in starting an ecumenical emergency service organization and also supporting a new religious FM radio station.

St. Bernard Catholic Church opened the Fox Cities' first school of religion in the fall. Staffed by three teaching sisters, classes met in homes and at Xavier High School while the parish waited for its new building to be constructed.

The Rev. Orville Janssen, pastor, said the experiment was working out "very fine."

About 175 grade school children and approximately 40 high school students receive two hours of religious education per week in the program, which is designed as a substitute for operating a parish grade school.

Education also was in the news in other ways during the past year.

### Bus Issue

Bus transportation for parochial school students living outside city limits and more than two miles from their school was approved by state legislators and went into effect Jan. 1.

The move meant added cost for school districts. In the Appleton district, for instance, about 400 out of 6,230 parochial pupils are eligible, resulting in an estimated added cost of \$15,290 for the rest of the school year.

Members of the Appleton Catholic Education Committee made a series of recommendations in November, as they tried to stir up interest in their church's educational system in the city.

Suggestions included setting up school boards in the

parishes, city and diocese, hiring a professional educator as administrator of the city schools and forming a central purchasing agency for them.

### Raised Eyebrows

But when only 711 out of 7,500 questionnaires sent to laymen were returned, committee members indicated, "The case must be brought to the people; they must be convinced of the need and they must be given a voice in policy."

While the Catholic laity was active during the year, their priests organized and also raised a few eyebrows.

Almost 300 priests from the Green Bay diocese formed an association in October in response to a document of Vatican Council II which asked the clergy to unite and develop "a pressing concern for the spiritual welfare of the whole diocese."

Organizers stressed that it would not be a union or a pressure group working against church authority.

About 67 per cent of 140 priests responding to a selective survey in the diocese on optional celibacy for the

clergy did indicate their disagreement with church authority on the matter, however, when they favored such a move.

### Marriage Question

The poll was taken by the National Association for Pastoral Renewal, an organization of priests and laymen who have been urging giving priests in the United States the option to marry.

It came after a midsummer encyclical by Pope Paul VI which reaffirmed the rule of priestly celibacy but halted discussion about suspending the rule only temporarily.

The Green Bay diocese mourned its bishop, the Most Rev. Stanislaus V. Bona, when he died Dec. 1.

Bona, who had been head of the 16-county area for 22 years, had been hospitalized for two weeks with a prolonged illness.

Thousands paid homage as his body lay in state at Green Bay's St. Francis Xavier Cathedral for three days. John Cardinal Cody, archbishop of Chicago, led final

Turn to Page 4, Col. 1

### Overlooks River in N-M

## New Neenah 'Y' Center of Activity

BY FERN SMITH

Post-Crescent Staff Writer

NEENAH — MENASHA— The sparkling YWCA, community center of the Twin Cities at the head of the Fox River, is now six months old and in that short time has become a center of activity for young and old.

There is more to come and more of them coming as the increase of from 3,000 to 4,000 members attests.

"Each day convinces us that the 'Y' is and will continue to be big business and we are looking to 1968 as a 'Get Things Done' year," Mrs. William Aylward, president, said.

"Our aim is programming for the entire community so all interests of all ages may be met," she continued, taking up the challenge of Mrs. Gerald Hamilton, president during the final year of construction.

### YWCA Goal

"It is our goal to reach everyone in the community, and urge each one to develop his or her talents, interests and competency by making maximum use of all our facilities," Mrs. Aylward concludes. "It is, and will continue to be, your 'Y,' you made it grow, you will give it meaning."

The expanded board, 25 women, has carried on the tradition of the Y developed through the past 50 years. Its educational programs wedded to the tremendous health and recreational facilities of the new building, have lured youth and oldsters, male and female alike, in growing numbers.

"One measure of our success, it might be said, is the fact that men and boys outnumber the women and girls in our physical programs," Mrs. Elaine Haass, executive director, said.

### Many Programs

"The challenges and promise of the days ahead can be found in many new things which are being woven into our programs here," She referred specifically to the aquatic department which offers a swim program for the retarded through the Neenah Schools and will have its

second WIAA swim meet soon.

The adult interest has varied, from good manners and grooming for the four-footed friend of the family, to crafts, fun nights for business girls, dancink, bridge, French, community service and Solo Parents Club.

Perhaps the most popular spot is "The Alley" which has proven to be "a home away from home" for youth. Dancing, ping-pong, billiards, special interest classes, a swim, a visit, a game of basketball or volley ball, and body

building are offered to while away the hours.

### 'Early Birds'

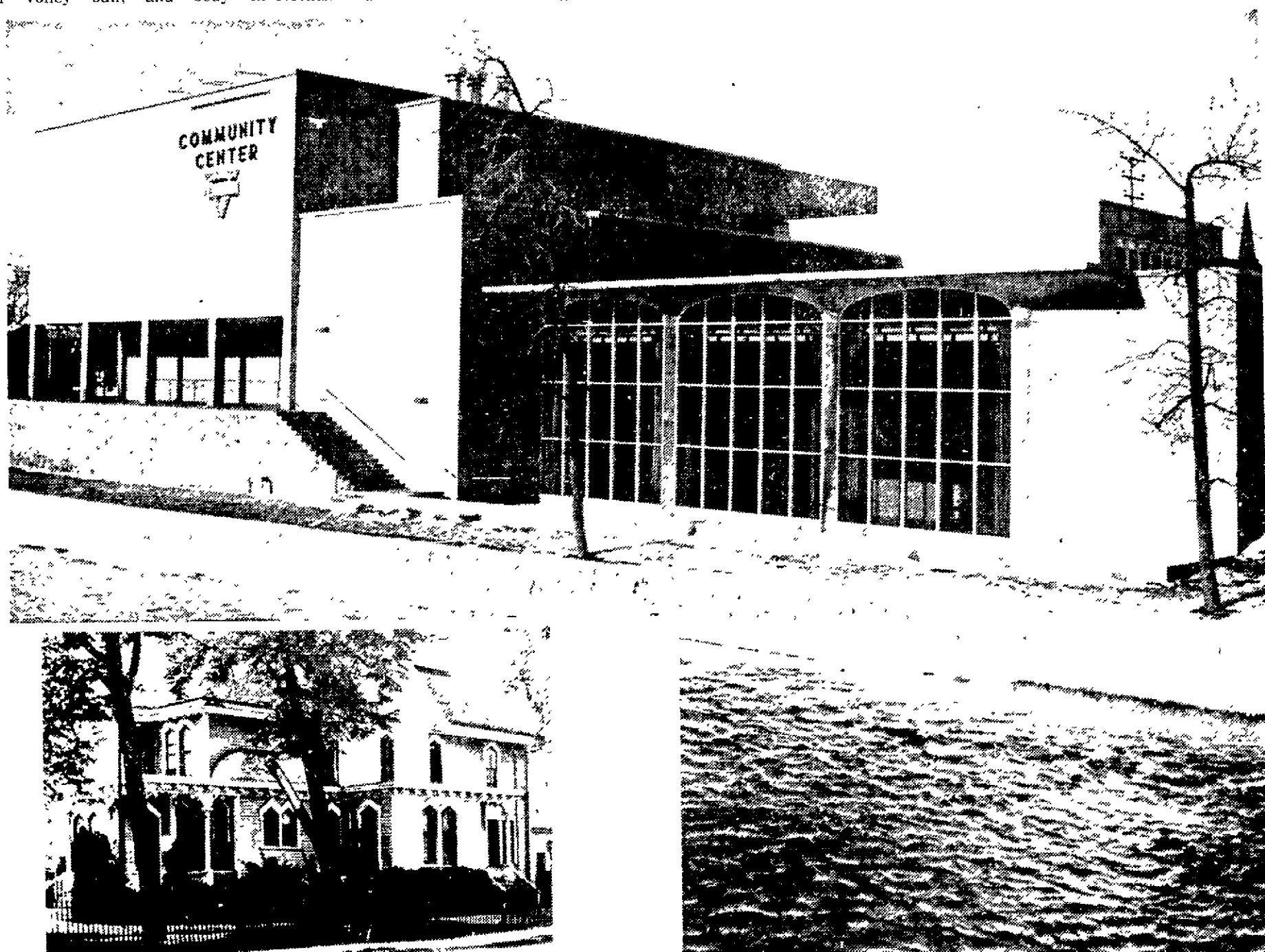
The "Early Birds Club," a group of business and professional men who seek the discipline of early morning exercise, the Health Club and the sauna are popular. An additional sauna and women's exercise room are already on the drawing board.

Of particular pride is the 53 member Partner With Youth program, whereby any adult in Neenah and Menasha can

present a membership to a boy or girl who could not be a member because of financial limitations. The only rule here is, "the membership must be used."

It took five years to plan and build the attractive \$1.5 million, tri-level building designed by Shattuck and Siewert Associates, Neenah. Months of dreaming, planning and hard work went into the design, the fund raising and the construction.

The "Y" is really a "family affair" and well on the way to making itself habit forming.



The New \$1.5 Million tri-level Neenah-Menasha YWCA was formally dedicated Sept. 10, replacing the house (inset) which had served the Twin Cities for 33 years. This west exposure shows the windows of the Olympic-size swimming pool and

a balcony under the gymnasium area. Work on the project had started with the razing of the old YWCA during the summer of 1966. (Post-Crescent Photo)



# Hospital Admissions Slowdown

If there is any area or institution that could be happy with a decrease at the end of the year, it probably is a hospital. In which case, administrators of at least three Fox Cities hospitals could qualify, if it was not for the many other tasks ahead.

Statistically, the total admissions for all hospitals rose by 105, but only St. Elizabeth registered an increase.

Kaukauna Community, Appleton Memorial and Theda Clark had a decrease in admissions.

Admissions totaled 28,896 in 1967 as compared to 28,971 in 1966 for the four hospitals.

## Rate Slowdown

In comparison, patient admissions rose by 417 from 1965 to 1966. Although no specific reasons are cited, it could be reasonable to assume the slowdown in increases was accounted for, in part, by the decrease in births.

In a breakdown, St. Elizabeth had 8,594 admissions in 1967 and 8,227 in 1966, an increase of 367; Theda Clark, 11,455, compared to 11,520, a decrease of 65; Appleton Memorial, 5,769, compared to 5,848, a decrease of 79; Kaukauna, 3,078, compared to 3,196, a decrease of 118.

Deaths came to 631 in 1967 for the four hospitals, 47 more than in 1966.

All four registered an increase, though slightly than in 1966. Kaukauna had 55, an increase of one; Appleton Memorial, 126, an increase of four; St. Elizabeth, 196, an increase of 22, and Theda Clark, 254, an increase of 19.

Births, too, decreased across the board with Kaukauna registering 451, eight less than in 1966; Appleton Memorial, 849, a big 165 less than the previous year; St. Elizabeth, 1,172, decrease of 75; and Theda Clark, 890 and 84 less than in 1966.

In short, the total count of 3,162 babies who saw the first light of day in the four hospitals couldn't even compare to the 3,494 who celebrated their first birthday this year.

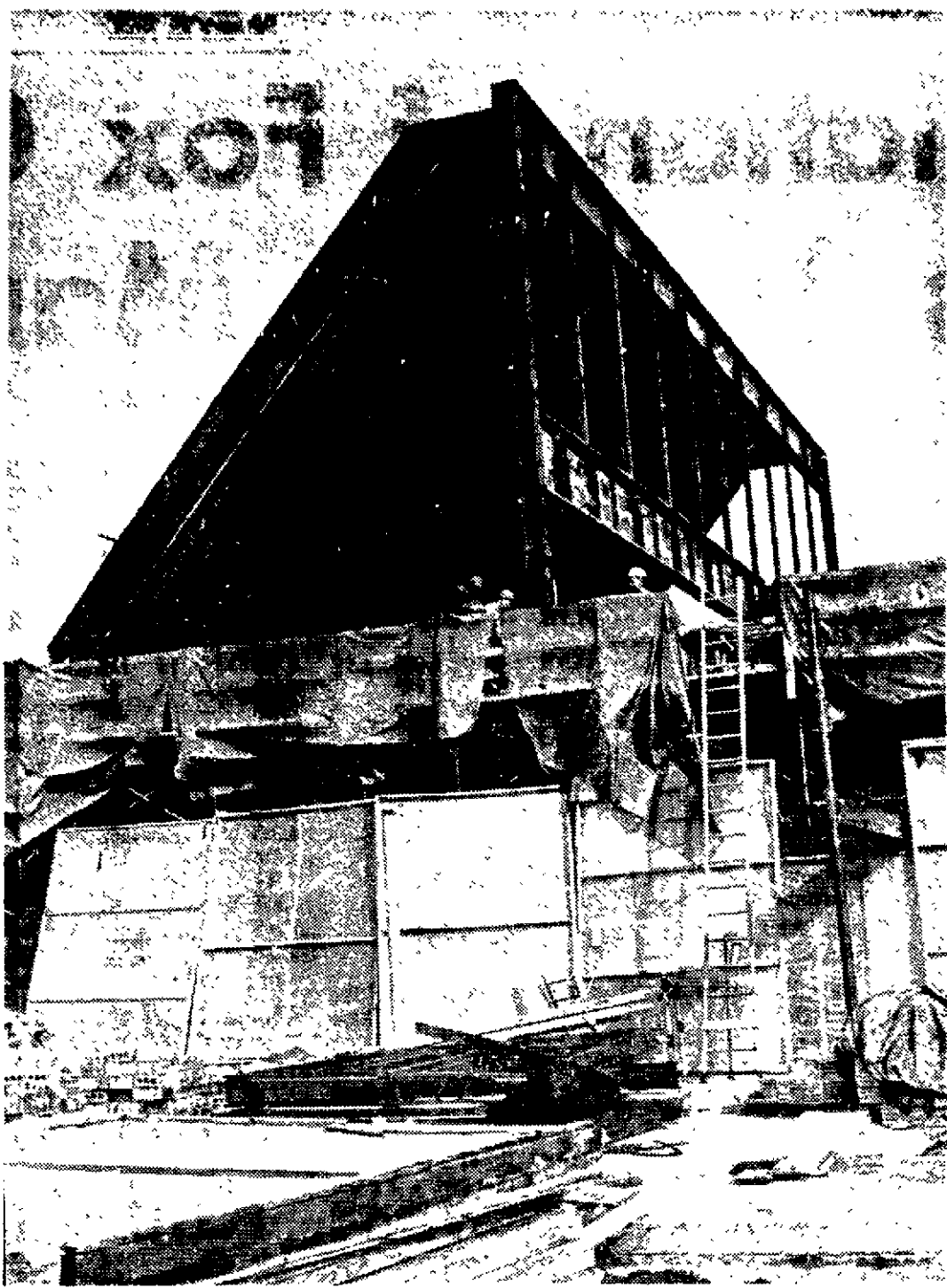
No major increases in staffs were shown in any of the hospitals but this may well change toward the end of 1968 when three of the four hospitals completing their additions start full operations.

**Closeness to Markets**  
**Major Factor in Location of Plants**

MADISON — Nearness to industrial markets has been the most important single factor in locating manufacturing plants in Wisconsin during recent years.

Labor availability and skills were high on the list of location factors. Good labor relations and productivity were stressed.

Copies of the study paper, "Factors in Wisconsin Plant Location," are available from the division.



The \$1.2 Million First Congregational Church and educational unit is, by far, the largest church construction project in the Fox Cities. The church, seating about 440, will be connected by a glass-enclosed bridge to the 11-room educational unit. Completion date is late summer.

# Construction, School Talks Occupied Chilton Last Year

BY ALICE CONNORS  
Post-Crescent Correspondent

**CHILTON** — Three major projects accounted for nearly \$1 million in construction in Chilton last year while a feasibility study for low rent housing for the elderly also was in the works.

Construction of a new Wisconsin Public Service Corp. building and warehouse, at a cost of \$300,000, was completed in September. The building, which covers 21,000 square feet, will house the office, service garage, and operating center in addition to warehouse space.

Also constructed was a \$400,000 Farm and Home building on State 57 at the north city limits. The retail business handles housewares, lawn and garden equipment, hardware, sporting goods, appliances and automotive goods.

**Plant Addition**

Chilton Metal Products, Inc., built a 37,000 square foot

warehouse addition at a cost of \$225,000. The firm manufactures gasoline tanks for small engines, propane torches and injected molded products.

Construction of a new Calumet County Historical Society building was completed in November at a cost of \$15,000.



The building is located south of the city on State 57.

Three major streets, Washington, School and Chestnut, were widened and resurfaced during the year.

Talks toward merging the Chilton, Stockbridge and Hilbert schools started in March but stalled without any definite proposals being made. Three citizen advisory committees were formed to conduct studies.

## School Expansion

Possible expansion of the Chilton School, or construction of a new school, also is being considered. Additional space pressure was placed on the school when two Catholic schools, St. Augustine and St. Mary, closed their seventh and eighth grades, transferring 150 students to the public school.

In the recreation area, plans to develop a park on the city's northwest side were temporarily dropped while construction was started on a shelter house at Hobart Park. More than 300 children participated in the summer recreation program at two playgrounds.

The city also had a summer clean-up job after a tornado struck on the July 4 weekend. Four buildings were demolished and others damaged.

Labor problems also affected Chilton as about 300 members of Local 2185, International Association of Machinists, AFL-CIO, struck Chilton Metal Products, Inc., for nine days.

## New Vocational Districts

BY C. L. GREIBER

State Director, Wisconsin Board of Vocational, Technical and Adult Education

MADISON — Area district administration of vocational, technical and adult education is helping the Fox River Valley and the entire state keep in step with the special educational demands of today's agriculture, business, industry and the general public.

The 1965 legislative year produced laws in three midwestern states, including Wisconsin, providing for establishment of area vocational, technical and adult school districts.

A great similarity exists between the three area acts, also adopted by Indiana and Iowa, which call for division of the state into districts for administration of vocational, technical and adult education.

Wisconsin for the past year has been implementing this legislation by developing a district plan under which all areas of the state will be in vocational-technical education districts by July 1, 1970.

Under this plan, our state is transforming its municipally-oriented vocational - technical system to one which will provide service to all of the people.

## Automation

Automation and technical complexity are the key words in the industry and in the agriculture of Wisconsin today. Unskilled jobs have virtually disappeared. A check of the "Help Wanted" ads tells the story.

It is estimated that four times as much technical information is available to business, industry, agriculture and other pursuits as was available in 1935, and that in the next 15 years scientists will learn as much as was known in all previous history.

Vocational - technical education trains workers to take the ideas of science and translate and transform them into usable things, the things produced by our local agriculture and industry. In so doing, everyone gains, since well trained workers produce more, and earn more.

Thirteen area districts have been approved for operation now, placing about half of the

area and two-thirds of the population of the state in such districts. The present state plan calls for 18 districts.

A substantial portion of the parts of the state not in districts now is expected to be approved for district operation by July 1, 1968, following voluntary action by county or high school district boards.

## District 12

Area District 12, comprised of the approximate areas of Outagamie, Winnebago, Waupaca and Calumet counties, is among 11 such districts approved by the Wisconsin Board of Vocational, Technical and Adult Education and the Coordinating Board of Vocational, Technical and Adult Education and the Coordinating Committee for Higher Education for operation on July 1, 1967.

The change has broadened and expanded vocational, technical and adult education opportunities for residents of the districts.

As of now, about 15 vocational (skill training) programs of various types are being offered by District 12 in the Appleton, Oshkosh and Neenah schools. Also, 10 full-time approved two-year associate degree technical programs are being conducted in the district.

Another expanding program in District 12 is that for young and adult farmers where more than 300 persons presently are learning advanced farming and farm-related techniques.

## Apprentices

Approximately 600 more trade apprentices are taking courses in District 12 schools that are required under their indentures, with at least 15 trades being served.

District 12 records also show an expanded program of nursing assistant training in cooperation with local hospitals and nursing homes. A class presently is being organized at King Veterans hospital.

Spring term evening classes, advertised Jan. 4, are designed to meet the needs

and interests of persons in the various communities of the district.

In addition to courses now offered in District 12, the district plan makes it possible for individuals to obtain specialized courses by going to



C. L. Greiber

vocational-technical schools elsewhere in the state.

Among special courses available in various parts of the state are conservation-forestry at Oshkosh; horticulture at Kenosha, court and conference reporting at Kenosha, transportation-distribution at Green Bay, telecasting at Milwaukee, and college parallel at Madison or Milwaukee.

Establishment of classes and programs in vocational, technical and adult education generally results from patient work by local and district administrative personnel to determine the needs of the community.

## Advisory Group

An integral part of this process is that of the advisory committees in which local citizens competent in specialized fields meet regularly with school officials to review offerings and, where special needs are found, to recommend establishment of courses or programs if practical arrangements can be made, such as locating qualified teachers, necessary equipment and classrooms.

Enrollments in all types of vocational, technical and adult education courses and associ-

ated activities in Wisconsin now number close to 200,000 each year.

Of this number about 24,000 are enrolled in these diploma or degree programs as of September, 1967, compared to about 19,500 the year before and 18,400 in the fall of 1965.

Only a year or so ago percentages of high school graduates expected to attend vocational-technical schools in Wisconsin by 1970 were estimated at between 10.77 and 12.13, rising to between 12.92 and 14.60 per cent by 1980.

The ratio now is as high as 25 per cent where comprehensive vocational-technical programs are available.

The enrollments are in local schools along with special courses, classes, seminars and other educational activities, such as fire, police and civil defense adult education which are under jurisdiction of the Wisconsin Board of Vocational, Technical and Adult Education.

## Circuit Teachers

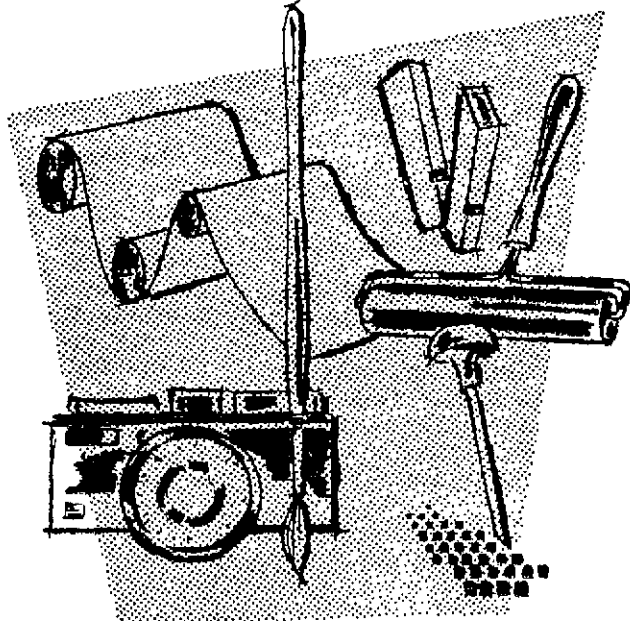
A circuit teacher program also operates statewide to provide specialized instruction where it is not economical for one or two local schools to supply such instruction alone.

Another special program now being placed in operation in cooperation with the state Division of Resource Development is one under which Wisconsin's water and sewage treatment plant operators will be trained for certification as required by a new state law.

However, full and part-time programs leading to diplomas or degrees are attracting high school graduates in large numbers as the young people realize the need for advanced technical training to get and hold jobs in today's world of work, and that vocational-technical schools offer a broad choice of such educational opportunities, not otherwise provided in the state public school system.

## Tax Support

An extensive building and remodeling program coupled with equipment modernization now is being completed across the state and plans for facilities to meet expected additional enrollments of the near future are either under study or on the drawing boards.



# Graphic Arts . . .

a dynamic industry in our Fox Cities

The graphic arts are aptly named. Few other endeavors call into play such an array of talents and skills. The Fox Cities have them in abundance. Plus graphic arts facilities unsurpassed in the industry.

It all begins with an idea. Creative people conceive the idea and form the copy and layout. Skilled typographers give life to the words. Talented artists illustrate glowing visuals. Trained photographers demonstrate unique skill in creating dramatic shots. Competent engravers reproduce images onto metal plates. Imaginative printers transform film or metal into bright, colorful printed pieces. Skilled finishers and binders trim, snip, fold, glue and staple. From its conception to the final stage an idea passes through many dependable hands.

The next time you pick up a newspaper, magazine or brochure . . . or look at a travel poster, billboard or label, think of the dynamic industry in the Fox Cities . . . the graphic arts!

Many, many firms in the Valley are active in this exciting field. Here are just a few in the Twin City area who choose to sponsor this message.

## ADSTAFF

107 N. Commercial, Neenah

## DESIGN DIRECTIONS, INC.

938 W. Cecil, Neenah

## DUANE BOYD & ASSOCIATES, INC.

983 House, Neenah

## EARL LITHO-PRINTING CO.

Box 450, Menasha

## GRAPHIC COMPOSITION, INC.

1435 Midway Rd., Menasha

## MIDLAND LITHO-PRINT, INC.

1145 Valley Rd., Menasha

## MUNROE STUDIOS, INC.

202 Green Bay Rd., Neenah

## QUALITY PRINTING CO., INC.

226 Main, Neenah

## STUDIO 5

New Vin Town Line Rd., Rt. 1, Neenah

## VALLEY PRESS, INC.

943 Chapman Ave., Neenah

# Our People Are Our Progress . . . 1915-1968

We salute our community, employees and customers, who made 1967 a year of progress for Wisconsin Tissue Mills. Employment reached an all time high during the past year. Ground was broken for our new executive offices. New products were introduced and additional sales personnel were added to keep pace with the growing demand for our products. We are proud to have contributed our part to the growth of the Fox Cities in 1967.





# Community Theater Lives on a Song

BY JAMES AUER  
Post-Crescent Sunday Editor

Music is more than the food of love for the community theaters of the Fox Valley area. It is the financial staff of life.

End-of-season reports from semi-professional groups as large as Appleton's Attic Theatre, and as new as the U.W.-Fox Valley Center Players, all point up the same conclusion.

Without the wide popular appeal of the highly-publicized Broadway musical, tastily reheated for local consumption, it would be impossible for most producers to afford to offer a balanced program of "straight" comedies and dramas.

Consider, for example, the attendance record at the U.W.-Fox Valley Center, on Menasha's Midway Road.

Even though the Center's season was, in effect, subsidized by the University system, it was necessary for a U.W. spokesman to report:

"Most popular with audiences was the November staging of the Broadway musical, 'Oliver'. It drew sell-out crowds for four regular performances and was popular enough to warrant an additional, hold-over staging."

This, despite one review so unfavorable as to draw scattered indignation and a highly critical letter-to-the-editor, and a sequence of opening-night mishaps that would have dampened the spirits of even the most experienced professional cast (and the "Oliver" company included a number of new-to-the-stage children).

Indeed, because of the enormous demand for tickets, such musical productions are virtually critic-proof. The house is generally sold out considerably in advance of the opening, and even a review that is far from flattering can have little effect on the box-office take.

## Critical Success

Most reviewers are knowledgeable enough to recognize this fact, and accept the relative financial stability of musicals as a challenge to offer more than the sort of saccharine praise of plays and players with which community theatrics have commonly been greeted in the past.

Readers, however — and particularly relatives and friends of cast members — are seldom in accord with this practice, and as a consequence, the eternal tug of war between the press and interested parties in the community continues.

Ironically, the Center Players' director, Kenneth Anderson, scored a real critical success with a number of his less-well-attended projects, among them "John Brown's Body" and "Don Juan in Hell". The latter, an intelligently-staged reading, drew only a handful of appreciative auditors to the Center's Fine Arts Room.

Apparently, the popular interest generated by musicals does not carry over into more serious offerings.

Thanks largely to "Oliver", attendance at the Center hit an all-time high of 2,400 during the year 1967. In all, the Players offered 20 performances of six different shows, with 125 students and about the same number of community residents taking part as actors or crew members.

## Riverside Players

Anderson's summertime enterprise, Neenah's Riverside Players, sponsored by the Park and Recreation Department, similarly reflected the amazing box-office power of the musical. According to the Player's figures, Rodgers and Hammerstein's ever-dependable "The Sound of Music" out-drew all four of the season's other productions combined.

"Music", economically staged but expertly performed by an experienced cast of Fox Cities players, racked up a total attendance of 2,219 in eight performances, as compared with 430 for "East Lynne", 308 for "Peter, Peter, Pumpkin Eater", 244 for "Spook River Anthology" and 304 for "Simple Simon".

In all, the Riverside players had 3,505 paid admissions for 1967, a slight increase over 3,162 for the previous year. Some 88 persons filled 79 acting and singing roles; 20 played in the orchestra for the musical, and 127 filled crew positions.

After suffering a loss for 1966, the Riverside Players are once again the black,

indicating, in their own words, that "the decline of last year was a temporary condition."

## Attic Theatre

The story for the Attic Theatre, Inc., a major producer of summer-time fare, was similar. Frank Loesser's "Guys and Dolls", which climaxed the four-play season, drew 5,668 persons to Stansbury Theatre of the Lawrence University Music-Drama Center, playing to 96 per cent of capacity during the 12-performance run.

Attic's total attendance for the summer of 1967 was 12,965. Among the remaining three productions, "The Fantasticks", a musical presented "in the round", recorded 2,969 admissions in 13 performance, for an impressive 93.6 per cent of capacity.

"Never Too Late", always popular with entertainment minded audiences, drew 2,606 persons in seven performances, for 75.6 per cent of capacity in Stansbury auditorium, and the double-bill of British plays by Peter Schaffer, "The Public Eye" and "The Private Ear" racked up an attendance of 1,722 persons, or 49.6 per cent of capacity.

Interestingly enough, although the double-bill, as the only "serious" selection on the Attic bill for last summer, drew fewer admissions than the remaining attractions, it did considerably better than several of Attic's "serious" plays of the past.

"Tea and Sympathy", a controversial but well-written play of the 1965 season, racked up but 1,705 admissions, and "A Far Country", the Sigmund Freud story, totaled an even smaller 1,300 admissions in 1963.

## Audience Growing

From this it can fairly be deduced — on the credit side of the ledger — that the audience for non-musical, non-farcical entertainment is growing each year, albeit slowly. It must also be noted, to be totally frank, that

serious plays seldom have large casts — and the total number of relatives and friends who can be counted on to attend is correspondingly smaller.

All of these factors are inescapably noted at the box office, and influence directors in making their decisions on scripts and types of production.

Attic recorded a small profit for the 1967 season, although rising costs are inevitably cutting into the margin on the black side of the ledger. How long Attic will be able to stage major musicals at an adult admission of \$2 is problematical.

A similar experience was reported by the Oshkosh Community Players, who found "Carnival," a veteran musical, most popular among their

three efforts. The others, "Bad Seed" and "Blithe Spirit", recorded about 300 patrons on each of three nights.

In common with most recent community theater seasons, 1967 was marked by a notable lack of news-making "firsts". Neither an original script nor an avant-garde effort was attempted by any of the privately-operated community theaters, and in general the choice of shows was marked by extreme caution.

This resulted, in most instances, in the production of scripts which had already been seen on Broadway, in professional stock, on television and in films. Community theater remained the last refuge of well-worn and utterly familiar stagepieces — and audiences seemed to like it that way.

## Attendance Highs Recorded

## Valley Art Centers Win New Patrons With Variety

BY DAVID F. WAGNER  
Post-Crescent Staff Writer

Increased attendance during 1967 was reported by each of the area's three non-school-connected art galleries — Paine Art Center, Oshkosh; the Oshkosh Public Museum, and Bergstrom Art Center, Neenah.

The largest overall attendance reported was 72,000 by the Museum, which is about 7,000 higher than the 1966 figure. Paine Art Center claimed 28,000 visitors, a jump of 5,000 over the preceding year. Bergstrom boasted a rise of about 350 over 1966; a total of 14,895 persons were counted.

Both Lawrence University and Wisconsin State University-Oshkosh have regular facilities for art displays. Lawrence has Worcester Art Center and the Samuel Appleton Library and WSU-O has Dempsey Hall Gallery and Reeve Memorial Union — but neither school keeps attendance figures. Each had a

variety of shows, including student, faculty and invitational works.

## Paine Art Center

Without doubt the highlight of Paine's adventuresome year was the Frederic Remington retrospective exhibit, which showed from Aug. 1 through Sept. 30. This one show contributed more toward the Center's record attendance than any other single factor.

Over 70 drawings, paintings and sculptures by the best-known artist of the old west were in the show, all loaned by 25 private collectors and public museums throughout the U.S. The show, organized by Paine, was later seen at the Minneapolis Institute of Arts and the Sterling and Francine Clark Art Institute, Williamstown, Mass. A definitive, illustrated catalogue was printed.

In addition to the vast national interest in this extensive Remington show, Center

director Richard N. Gregg also attributes increased visitations by WSU-O faculty and students as a major reason for the large attendance. "Considering that the Art Center does not admit children under the age of 13, is somewhat isolated from shopping centers and has limited visiting hours, officials at the Center feel that 28,000 is an accomplishment," said Gregg.

Always a strong point of Paine — and the other two major centers for that matter — is the variety of types of art displayed during the calendar year.

## Rockwell Exhibit

The year began with a carry-over (one week) of the Norman Rockwell exhibit, which, during its five weeks, drew more persons for that amount of time (8,000) than any other show in the gallery's history. According to Rockwell's own statement, this was his final museum show.

The last three weeks of January contained a display of contemporary paintings and sculptures called "Wisconsin Renaissance." Over 40 works were shown.

The Center's permanent collection was displayed during February. Those works displayed are usually kept in storage.

March saw a small but interesting display of photographs by Paul Vanderbilt of the State Historical Society.

From April 15 through June 11 was an exhibition of 19th Century American silver. Over 250 items were on loan. To help describe the period, furniture and costumed manikins were added.

From June 17 through July 25, a survey of American graphics were on view. These dated from the early 1800s to the present.

## Wall Sculptures

Following the Remington success, the Center displayed these shows:

"The Art of Assemblage," a complete change of pace from the western flavor of Remington, included over 40 modern "wall sculptures" by craftsmen from Chicago, Madison, Milwaukee, Carbondale, Ill., Peoria, Oshkosh, Menasha and New York. This show was hanging during October.

November saw a collection of recent paintings and prints by Appleton's Arthur Thrall, an instructor at Lawrence University.

"The Decoy Maker's Craft" ended the year on an unusual note. About 200 examples of this mostly-late 19th Century folk art were loaned to Paine by William J. Mackey Jr., Bedford, N.J.

As has been the practice at Paine in recent years, most shows were accompanied by at least one, and many times more, public lectures by knowledgeable persons in fields relating to the current exhibit.

Bergstrom's planned variety Turn to Page 9, Col. 1



The Appleton Extended Care Center nursing home, built at a cost of \$600,000, was opened Jan. 27. The 100-bed home, located at 2951 N.

Meade St., has a unique special care wing. Administrator is Charles Bar-num. (Post-Crescent Photo)

WE SERVE BUSINESS AND INDUSTRY OF NORTHEASTERN WISCONSIN WITH A

COMPLETE LINE OF MARKING SUPPLIES AND MATERIALS!

"If It's Worth Having, It's Worth Marking"

DO YOU NEED NEW . . .

- Daters
- Numberers
- Endorsement Stamps
- Badges
- Signs: Brass — Bronze — Plastic — Etched
- Die Plate Daters
- Stamp Pads
- Rubber Stamp Ink
- Name Plates
- Marking Inks
- Sign Markers
- Rubber Stamps
- Self Inking Stamps
- Numbering Machines
- Pocket Seals
- Desk Seal Presses
- Stencils
- Steel Stamps
- Notary Seal
- Burning Brands

"Most Complete Line of Marking Devices North of Milwaukee"



Call 725-2683

**FOX** Reproduction Service  
14 TAYCO STREET, MENASHA, WISCONSIN

"Welcome to the great and prospering Fox River Valley."

It was our intention that the appearance of the new offices of Menasha Corporation on U.S. 41 should say just that to every one of the thousands of visitors entering Paperland U.S.A. Only four years ago, this same place was farmland. Then we broke ground for what was to become the most modern container plant in America. And at the same time — in California, Oregon, Washington, Illinois, Ohio, and Michigan, we drew plans, rebuilt and expanded other producing facilities so that each might better serve the corporation's national and international markets. While our most recent undertaking, the new corporate office, is a satisfying, visual expression of a contemporary business organization, it is — first of all — an efficient working office, another planned step forward in our 119 years of manufacturing packaging and packaging materials.



**MENASHA CORPORATION**

Offices, plants / Neenah, Milwaukee, Watertown, Wisconsin / Chicago and Rockford, Illinois / Otsego and Caloma, Michigan / Medina, Ohio / Winchendon, Massachusetts / Minneapolis, Minnesota / North Bend, Albany, Grants Pass, Oregon / Tacoma, Washington / Anaheim, California





## Changes Seen In Religious Activities

CONTINUED FROM PAGE 1

funeral rites which were attended by numerous church dignitaries.

### Emergency Service

The Appleton Steering Committee on Ecumenical Activities began a program of volunteer emergency service which wasn't used as much as organizers had anticipated, but still took care of about 60 calls per month, starting in October.

Called Fish after an ancient Christian symbol, the group includes members from all denominations.

About 130 volunteers have done tasks such as trying to find housekeepers for elderly people and furnishing emergency transportation and babysitting. The program was in financial trouble at the end of the year, but officials were hopeful funds could be raised to continue it through 1968.

Ecumenical activity was promoted by the Appleton Area Association of Clergymen, which went through its first full year of existence and sponsored a festival of prayer for unity.

Approximately 500 persons attended the interdenominational service in Lawrence University Memorial Chapel in February, 1967. A second service was held early this year.

### Panel Talks

The clerics held general meetings every other month, including one which featured a panel discussion by welfare and county officials on clergyman and unwed mothers. Interest groups meeting in the alternate months discussed subjects such as church management, aid to the aged and youth work.

Religious radio broadcasting came to the Fox Valley in September as WRVM-FM went on the air at 107.2 MC from studios in Suring.

The Radio Voice of Missions is being operated temporarily by the Wisconsin Christian Broadcasting Foundation until a non-profit corporation to run the station can be established in northeastern Wisconsin.

About 50 per cent of the programming is religious, while another 30 per cent is devoted to classical music. Representing the Valley on the board of directors is the Rev. Richard Colenso, Appleton.

The coffeehouse idea continued to grow in the Fox Cities during 1967, as two more were started and a third received national recognition.

### Good Acceptance

Begun in spring was the Kommonz, which moved into a room in the grade school of St. Patrick Catholic Church, Menasha. An average of 40 high school seniors and young adults attend the coffeehouse during the three nights a week on which it operates.

The facility is run by youths

## Year of Change U.W. Center Faced Space Shortage

When Prof. Harry Hutson took over as dean of the University of Wisconsin Fox Valley Center last summer, he inherited a situation of change.

Center officials are working furiously to create a program united with that of the University of Wisconsin-Green Bay and to defeat severe space problems on their own campus.

By 1969, according to Hutson, the Center curriculum will be that of the new university which is expected to be opened at that time. The faculty will be coordinated and telecommunications devised so the center may fill its role as a feeder to the university. Since the university is creating a completely new curriculum and working out new methods, nearly constant contact is maintained to insure coordination.

### Expansion Delayed

Building has been held at bay for the past year anticipating approval of an expansion program that would include moving from the center's current site on Midway Road in Menasha to another site in Outagamie or Winnebago County.

Current requirements call for campuses of a minimum of 40 acres. The present site is only 20 acres, which does not allow room to meet projected growth requirements, trustees feel. Enrollment, currently 667, is expected to be 805 by 1970. Two sites have been offered by Outagamie County, but no action of any type can be taken at least

advised by the Rev. Robert Weiss, an assistant pastor of the parish.

Opened in August was Shangri-la, a coffeehouse for high school juniors and seniors in the basement of St. Joseph Catholic Grade School, Appleton.

Between 50 and 60 students attend during the three nights of operation each week, with the Appleton Youth Council also meeting there. Serving as advisor to the youth, who decorated and run the establishment, is the Rev. Timon Costello, who is in charge of the youth activities for the parish.

The Cavern, one of the first coffeehouses in the area, is going "real great" according to Father Costello.

It was called the most beautiful coffeehouse in the country by a representative of the Coffee Information Service, Inc., after a visit last year.

An emphasis was placed on "not just college students, but all people out of high school, both married and single," as married couples were added to the staff of the coffeehouse, which is located in the basement of the old St. Joseph School.

until after a meeting in March between trustees and the Higher Education Aids Board. The aids board, the state agency which doles out federal money for such projects, must determine whether the center qualifies for funds. It is not now known whether the board has available funds to grant.

No federal consideration would be possible on the funding question before August of 1968. Complete site and building plans must be submitted before consideration and must not later vary more than 5 per cent.

### Space Shortage

In the meantime the center continues to suffer with its lack of space. Nearly all classrooms are in use at all times and the library is cramped to the point where delivery had to be held up on new books for lack of space.

All is not bleak, however, for the library did receive about 5,000 volumes during the year, bringing the total to nearly 12,000, in addition to the 2,500 volume Harry Hayden Clark collection of 19th century American literature and Americana.

Changes also were made in the faculty and curriculum. Eight appointments to the full-time faculty put the total at 42, though there had been 43 the preceding term. Nine part-time and commuter teachers also make up the hoc faculty, three fewer than previously.

### New Courses

Seven new courses bring to 88 the number of offerings in 28 different subject areas. The new courses are 20th century French novel, survey of physical geography, problems in American history, history of Western music, fundamentals of acting and advanced public speaking.

Enrolled in the various courses are 667 students, 20 more than last term, but only 276 freshmen, a drop of 67.

Some \$25,739 in scholarships was awarded to 59 of these students, the only new awards being two \$250 journalism scholarships offered by The Post-Crescent.

Faculty advances also were made during the year with the institution of a summer program to help members finance completion of their doctorates, a faculty problems colloquium, an "outstanding teacher" presentation and a charter for a chapter of the American Association of University Professors.

### Research

Members of the faculty also were active in research, with three summer projects regarded as particularly notable.

The effects of ultraviolet radiation on living plant cells is under examination by Dr.

Leander J. Schwartz. He hopes to develop new strains of fungi for producing more antibiotics used in fighting many diseases and to gain a greater understanding of the danger of radiation.

A cancer combatting compound is sought by Dr. William D. Guither through work with substances called purine analogues. There is some evidence that some of the naturally occurring purine analogues can act to reduce the growth of transplanted tumor without unduly affecting the growth of test animals.

### Summer School

A "packaged" geology class is being developed by Dr. Leonard W. Weis to allow students to take elementary geology without attending regular classes. The experimental course will include extensive use of programmed instruction and audio-visual materials. If such methods succeed they will allow instructors to spend more time with students on an individual basis and permit each student to advance at his own speed. The course is expected to be ready for a trial by the fall term.

The athletics picture was muddled during the year by the loss of a full-time athletics coach, due mainly to the lack of physical education facilities. Athletics, however, was carried on with the aid of volunteer coaches, and soccer was added to the sports

## CESA 8 Little Known Program

CONTINUED FROM PAGE 1

approval of the state superintendent.

CESA 8, together with CESA 3 and 9 will have one of the eight centers set up in the state.

Another pilot program, developed by Poppy, was the comprehensive safety project which proposed to develop an exemplary plan for grades K-12. However, the federal government has not appropriated funds for this as yet, and it may take some time before a definite answer is forthcoming.

Involved in the project was an ongoing theory course for teens, a ten-driver simulator mobile unit for the four project schools and a multiple car driving range and tower, enabling one master teacher to see and instruct from one to 15 student drivers on a range at any one time.

Poppy's look into the future school year includes an extra psychology, two speech therapy teachers and five remedial reading teachers.

"We may have, in the first two years of operation, spread our services too thin to be effective in many areas, but even a token service by a specialist has resulted in requests for expanded services," Poppy said, adding that with the increased staff there would be no need for token services in the future.

volunteer coaches, and soccer was added to the sports roster.

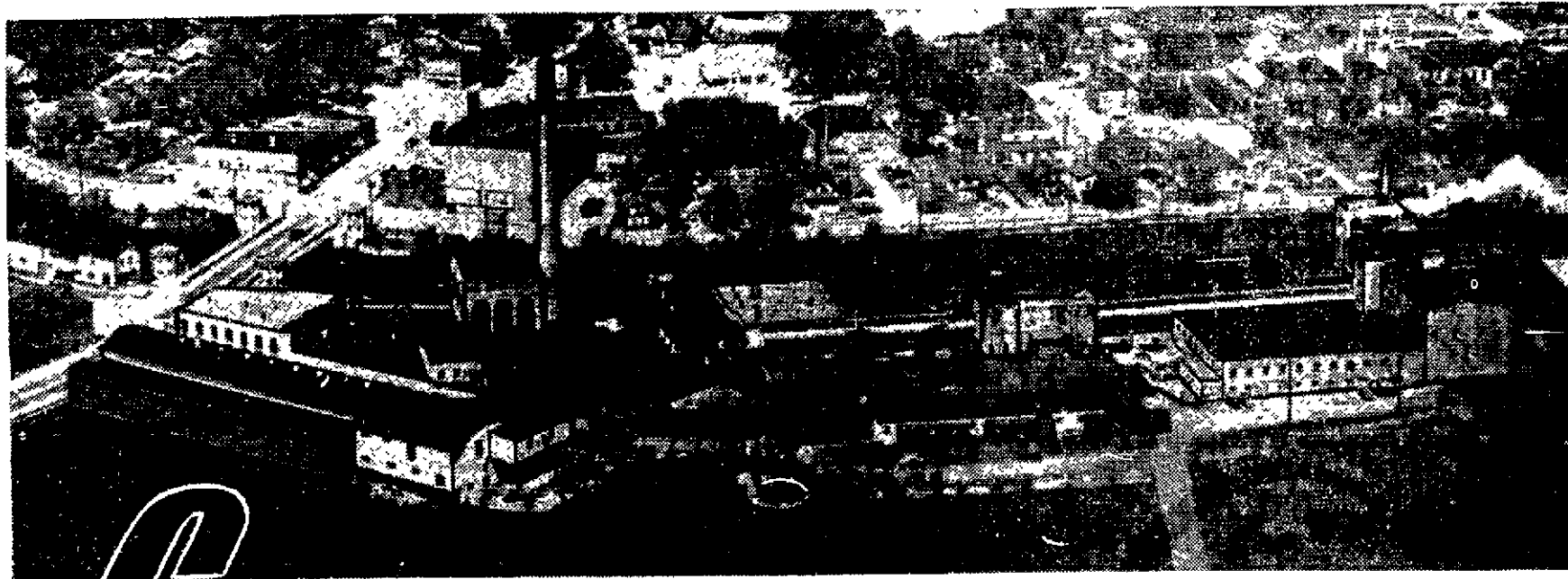
The 1967 summer school session was one of the most successful to date, with its enrollment of 229 students far outstripping the previous high of 146. The nine-week session offered 25 courses in 15 different subject areas.



Approaching the Final Stages of completion is the \$8.5 million St. Elizabeth Hospital and Medical Center. The hospital will have 320 beds,

representing an increase of 117 before the construction, when completed. Construction on the huge project was begun in 1964. (Post-Crescent Photo)

# CELEBRATING 75 YEARS OF MANUFACTURING QUALITY PAPERBOARD 1893 to 1968

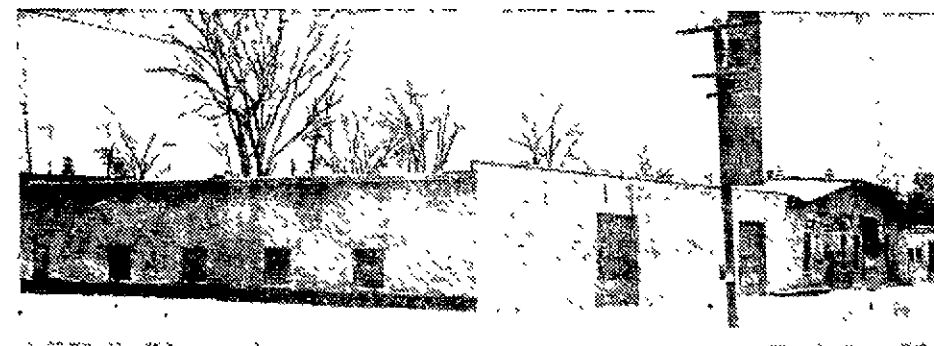


**JOHN STRANGE PAPER COMPANY**  
menasha, wisconsin 54952 phone 414-722-2811

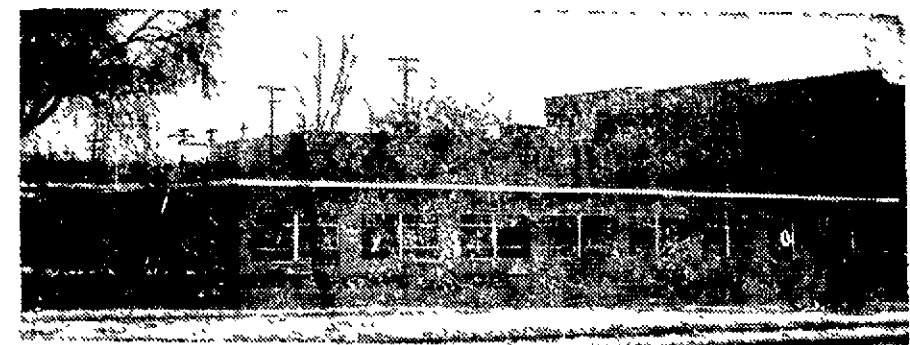
AND

## APPLETON MANUFACTURING COMPANY

A Division of  
John Strange  
Paper Co.



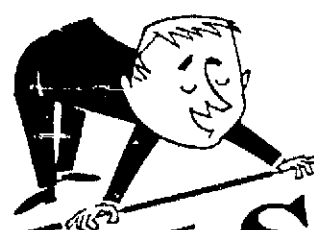
APPLETON, WIS. PLANT



KAUKAUNA, WIS. PLANT



MICHIGAN CITY, INDIANA PLANT



**NELSON**  
VENDING SALES, INC.  
Menasha, Wisconsin  
722-0922

## ... THE SILENT PARTNER IN MANY LOCAL BUSINESSES ...

We're proud of our role as the silent partner in many of the Fox Cities most successful firms!

For improved employee efficiency and satisfaction, our fully automatic Food and Beverage Vending Service may be the answer to your problem.

## Complete VENDING SERVICE for INDUSTRY ...

One of our fully trained specialists will be happy to analyze your vending needs. Of course you are under no obligation for this analysis. Give us a call ... you'll be surprised at the results that can be achieved.

PHONE 722-0922





# Two Congregations Started Fox Cities Church Construction Neared \$4 Million Mark in 1967

Church construction in the Fox Cities appears to be slackening its pace, but not by much.

New edifices and educational facilities finished, started or planned during 1967 totalled more than \$3.9 million, down about \$200,000 from 1966.

But only \$425,000 of that figure is for building planned last year to start this year, and so the total could continue to drop in 1968.

Work completed during the past year amounted to \$812,000, while construction begun in the past 12 months totalled \$2.7 million.

By far the largest project is a \$1.2 million new church and educational unit being constructed by the First Congregational Church, Appleton, in the 700 block of E. South River St.

Tentative completion date is late this summer. Work was started in late May, 1967.

The original property at S. Oneida and W. Lawrence streets has been sold to the city, which may use it as part of an interchange for a proposed high-level Oneida Street bridge.

## Bridge Ravine

The new structure will cost about \$1 million, with about \$200,000 being spent for six acres of land which will provide parking space for 170 cars.

Approximately 440 persons will be able to be seated in the square sanctuary, which will feature a cross suspended from the ceiling at the front of the congregation. The chancel will be simple, focusing on a communion table.

Also included in the main unit of the building will be a small chapel, administrative offices, fellowship center, choir rehearsal area and two lounges.

A bridge more than 100 feet long with a glass wall on the north side will cross a ravine and connect the church portion with an educational unit of 11 classrooms.

Both sections of the building are of a contemporary, bi-level design.

Groundbreaking took place early in November for St. Bernard Catholic Church, Appleton, near Xavier High School. The \$612,000 complex includes a church with 640-

person seating capacity, small chapel, narthex which can be used for overflow seating, parish hall accommodating about 500 persons, lounge, administrative section and an instructing wing with 10 teaching stations.

The small sanctuary has a floor dished and sloped to the chancel. The octagonal edifice will seat the entire congregation within 40 feet of the altar.

## First Service

Initial services were held by the Congregational United Church of Christ, Neenah, in its new \$450,000 church, in July, with work completed in September.

The edifice seats 380 persons for services. Also included are a chapel, 10 classrooms (with one a nursery), lounge, fellowship-dining facilities, kitchen, youth choir rehearsal room and offices.

The congregation changed its name from First Congregational Church of Menasha

Construction is progressing on the new Moses Montefiore Synagogue located on N. Meade Street near E. Florida Avenue, Appleton.

Work started Oct. 1 and officials hope for late summer completion date. The sanctuary will seat 275. Also included is a 30-person chapel, 10 instruction rooms, social hall, kitchen, library, parlor and teen room.

A new name will be chosen by Kaukauna's Methodist Church when it moves to a three-acre site in the 2500 block of W. Wisconsin Avenue in Little Chute.

Plans are being prepared for a church seating 300 persons, in addition to Sunday school rooms, a fellowship hall and dining facilities. Building could start yet this spring on the structure, with cost of land and building estimated at about \$230,000. Final plans will not be made until cost of bids is known.

Martin Luther Evangelical Lutheran Church, Neenah, hopes to move its grade school pupils into a \$185,000 school addition sometime this spring.

Some volunteer labor is being used in the project, which includes four classrooms, gymnasium and locker room facilities, library and office.

## Bethany Church

About 330 persons can be seated in the new edifice of Bethany Lutheran Church, Kaukauna.

Total cost of the new structure and razing of the top of the former edifice is about \$117,000. Included besides the sanctuary is a mother's room, study, kitchen, three classrooms and a fellowship area which can be used also for 10 classes.

Gloria Dei Lutheran Church, Neenah, moved into its first building in March. The first unit and the property across from Conant Junior High School is worth about \$80,000, including volunteer labor by some of the members.

The sanctuary seats about 175 persons, while the fellowship hall can be divided into seven Sunday school class areas.

Also included are a kitchen-

ette, workroom, pastor's study and a parish worker's office which is used as a nursery. The congregation also purchased a parsonage with some furnishings for \$23,000.

A new Assembly of God congregation, Evangel Community Church, was organized in August in Menasha and purchased the old building and parsonage of the First Congregational Church for about \$50,000.

## Day Care Center

The church is using the first floor of the church building for a day care center which it sponsors.

Work is continuing on an addition by Bethal Lutheran Church, Menasha, to its parish school. Much of the work is being done by volunteer labor. The addition includes a multi-purpose room which will be used for a kindergarten class, principal's office, kitchen and storage. Estimated value is \$40,000.

The Jehovah Witnesses of Neenah are building a Kingdom Hall about three blocks west of the city on State 114.

All labor is being done by the congregation on a 117-person auditorium room and restrooms in the facility. Value of the structure and land is about \$35,000.

St. Luke Lutheran Church, Little Chute, purchased a five-acre parcel on Outagamie Trunk OO east of the new public high school in October.

The mission congregation is hoping for a loan from the church extension fund of the Wisconsin Evangelical Lutheran Synod to finance construction sometime in the future. Organization of a building committee is planned for this year.

A new church site also was purchased by the Christian and Missionary Alliance Church, Appleton. The 10-lot, \$20,000 parcel is adjacent to Einstein Junior High School.

Negotiations are underway to sell the present building.

"Project Forward" of First English Lutheran Church, Appleton, resulted in a \$10,000 remodeling of the church roof and painting costing \$3,500.

## Remodel Parsonage

Planned for this year is remodeling of the downstairs of the parsonage into office space and the upstairs into an apartment for the student pastor, starting this spring.

The pastor will receive a housing allowance. Total cost of the work this year is estimated at \$20,000, with



Lawrence University President Curtis W. Tarr is chairman of the governor's Task Force on Local Government Organization and Finance which has conducted hearings on the subject throughout the state. Members of the group are, from left, Mrs. G. K. Anderson, Madison; Emil Kastner, Thorp;

Richard Delorit, River Falls; James Morgan, Madison; Tarr; State Sen. Walter Hollander, R-Rosendale; State Sen. Henry Dorman, D-Racine; C. K. Alexander, Madison, and Assemblyman Raymond Tobiasz, D-Milwaukee. (Post-Crescent Photo)

renovation of the church basement and interior also being considered.

St. Patrick Catholic Church, Menasha, spent \$15,000 in 1967 to renovate its present building.

purchased for \$4,500 at Bell and Bruce Streets.

Building plans will proceed after the congregation sells its present property.

## New Congregations

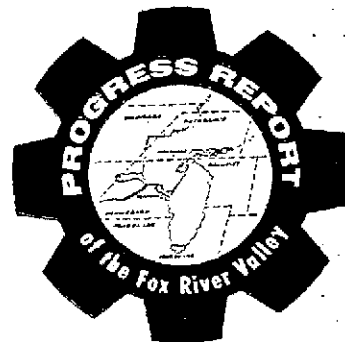
Also scheduled to discuss building possibilities during this year is the Church of the Nazarene, Appleton.

New congregations organized during 1967 included the United Pentecostal Church, Appleton, and the Twin Cities Bible Baptist Temple, Neenah, which began services in September.

Since the latter congregation still is small, it is making no plans for building. Worship services are being held in a former restaurant by the mission of the Janesville Bible Baptist Temple.

Tentative construction plans have been made by Whiting Memorial Baptist Church of Neenah to build a new church on Tullar Road.

A fund drive was completed in December for the facility which would cost about \$175,000 and would include Sunday School facilities. The church would seat 208 and the narthex 70.



when it moved to three acres near the intersection of Nicolet Boulevard and Winnebago Avenue which were donated to the parish.

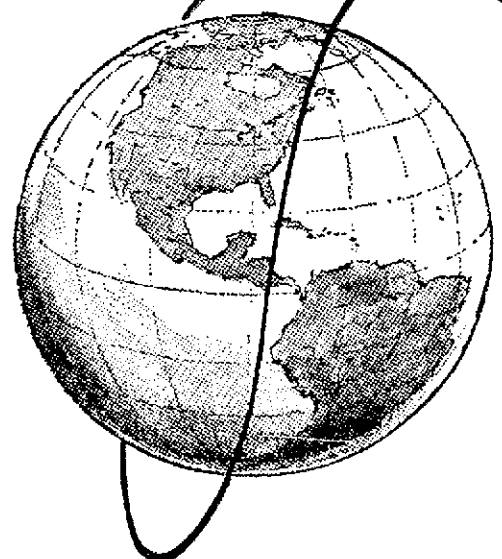
Trinity Lutheran Church, Menasha, started construction last spring on a \$300,000 project which includes a school addition, remodeling of the present sanctuary and installation of a new pipe organ.

Dedication will be this spring.

## New Synagogue

Pupils of the parish grade school moved into their new quarters in December. These include four classrooms, gymnasium, adult education room and office complex with space for pastor, school principal, vicar and secretary.

If the world  
were for Sale . . .  
WE'D HAVE A  
TAG FOR IT!



## TAGS by ATLAS

- PRODUCTION
- INVENTORY
- PRICE TAGS
- SHIPPING
- BAGGAGE
- GARMENT TAGS
- PRESSURE SENSITIVE TAGS & LABELS
- CARBON SLIP MANIFOLD TAGS

FAST SERVICE  
LOW COST

DIAL  
722-1357

**Atlas  
TAG CO.**

600 S. COMMERCIAL ST.  
NEENAH, WISCONSIN

*Serving Business and Industry as a  
Leading Distributor of Quality  
Paper Products and Maintenance  
Supplies throughout northeastern  
Wisconsin!*

**Now In Our 44th  
Year of Service**

**SAWYER**  
Paper Company

Offices: 344 Smith Street  
Warehouse: Main Street

NEENAH, WISCONSIN  
Phone 722-3354



# Rockefeller Admits He'd Accept Draft

DETROIT (AP) — Gov. Nelson A. Rockefeller of New York said Saturday that he would run for President if drafted by the Republican national convention. Aides of the New Yorker reported it was the first time he had said flatly he would run if drafted and that previously he had said only "I'd face it" if a convention draft came. Rockefeller reiterated, however, he has no desire to be President and does not anticipate being drafted. He was in Detroit to plump for presidential campaign funds for Michigan's Gov. George Romney, the New Yorker's avowed favorite over former Vice President Richard M. Nixon. Expressing confidence Romney would be the convention choice, Rockefeller told a news conference, however, that if Nixon were nominated he would support the former vice president. Asked if he would support Mayor John V. Lindsay of New York if Lindsay were the GOP nominee, Rockefeller broke into a broad grin and replied, "That question has not come up." Rockefeller and Lindsay have been at odds recently over Rockefeller's part in trying to settle a strike by New York City sanitation workers.

Rockefeller said flatly he would run if drafted in answer to this question: "Did I understand you to say sir, a minute ago that if the overwhelming voice of the Republican Party asked you to be President, in other words, a draft, would you face that draft with a 'yes'?" "I said exactly that," Rockefeller responded. First the New York governor had told questioners only, "I'd face it," if a convention draft developed. A short time later, he said "I'd accept it." Then came the question of whether this meant he would say 'yes'. Max Fisher, Romney's campaign finance director, described as "very satisfactory" the response of some 200 affluent citizens invited to the fund-raising luncheon before which Rockefeller was principal speaker. Romney was seeking convention delegate support in Washington Saturday, after campaigning Friday in Oregon. He is entered in primaries in New Hampshire, Wisconsin and Oregon. Asked if Rockefeller's trip to help raise funds in Romney's own state didn't indicate the Michigan governor's campaign was in financial trouble, Fisher responded that it did not, and added: "We've paid all our bills and we're solvent."

# Wichmann's

... add a  
**NOW** *Silver Lining*  
to your life

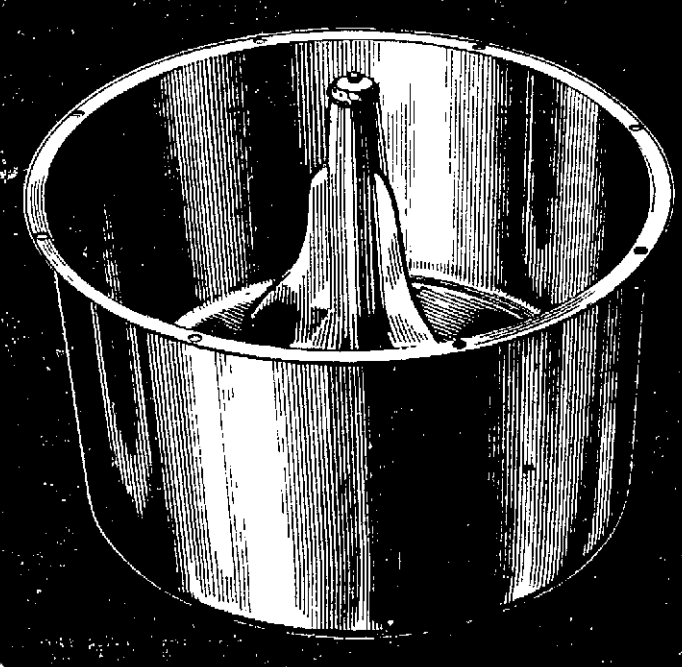
OFFICIAL  
FACTORY  
AUTHORIZED

**SPEED QUEEN**  
Quality and Dependability Since 1908

during the

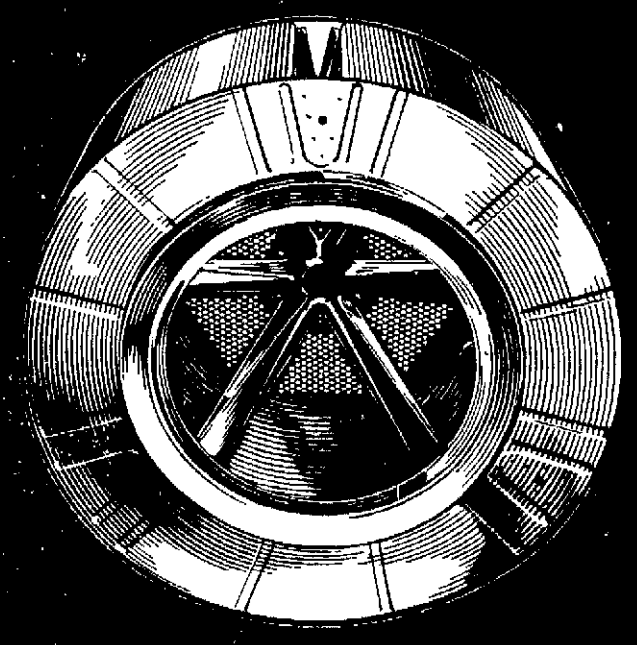
WASHER and DRYER

# SALE

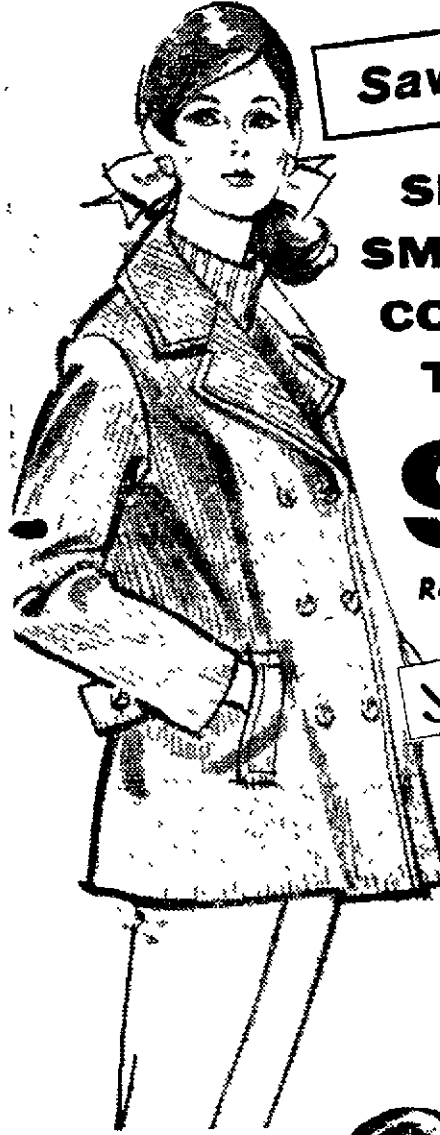


featuring the  
**Lifetime  
Stainless Steel  
TUB and DRUM**

- Chip-Proof
- Rust-Proof
- Ideal for Durable Press
- Always Sparkling Clean



*Robert Hall*  
**SHOP SUNDAY**  
12 TO 6



Save over \$3

**SPRING'S  
SMART NEW  
CORDUROY  
TOPPER**

**988**

Regularly 12.95

*Jane Hunter*

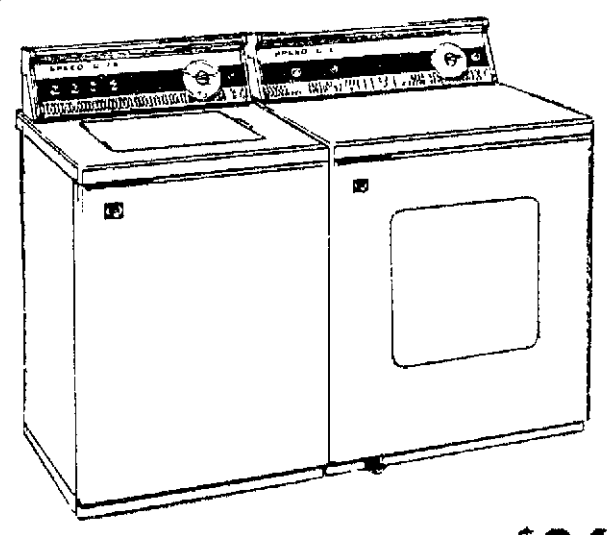
Dashing cotton corduroy topper with loads of fashion appeal! Note the six brass-tone buttons, welt pockets... and behind it all, a jaunty full-width detachable belt, 100% acetate lining. New Spring shades, sizes 10 to 18.



**33% OFF!**

**ENTIRE STOCK OF  
MEN'S LONG SLEEVE  
DRESS SHIRTS**

• Half-Prest® permanent press!  
Choose from polyester-cottons, 100% cottons in smooth broadcloth, rugged oxford... white colors, stripes... every wanted collar model! 14-17.  
**199 to 333**  
Reg. 2.99 to 4.99



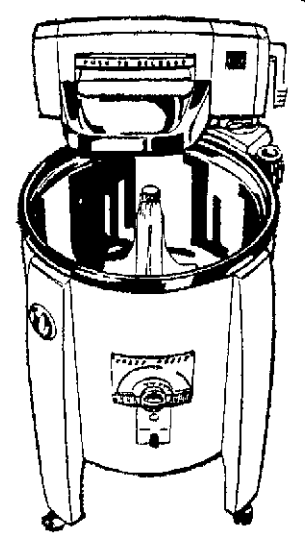
Automatic Washer ..... **\$269<sup>95</sup>**  
Automatic Dryer ..... **\$179<sup>95</sup>**

### Automatic Washer

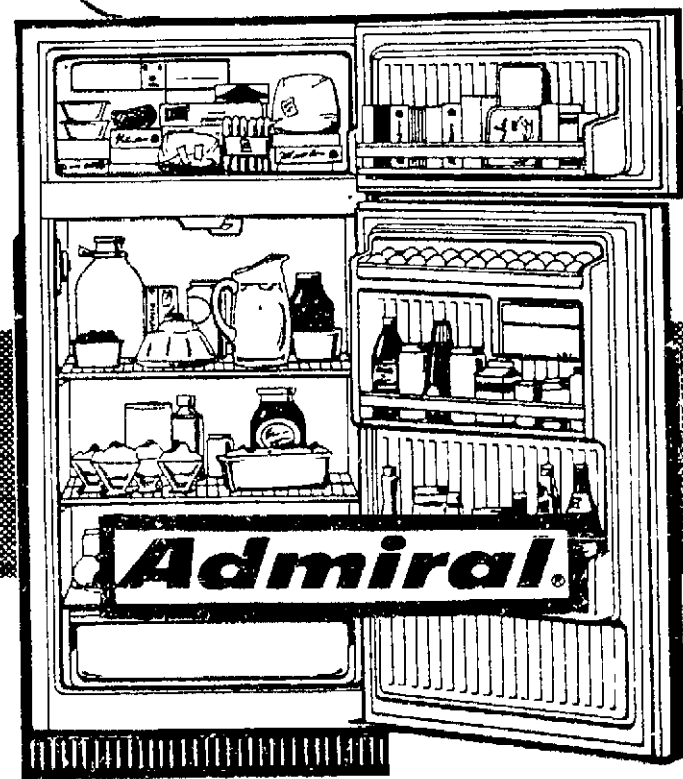
Rugged, dependable, trouble-free, a terrific value! The gleaming STAINLESS STEEL TUB is virtually indestructible, easy to clean and guaranteed for the life of the washer: it will not rust, stain, chip or corrode! There are 2-speeds (brisk or gentle) for normal or delicate fabrics; 2 completely automatic time cycles, plus a pre-conditioning 11-minute soak cycle; 3 wash and 2 rinse temperatures; 4-way lint and sediment ejector; 12-lb. capacity and porcelain top.

### Automatic Clothes Dryer

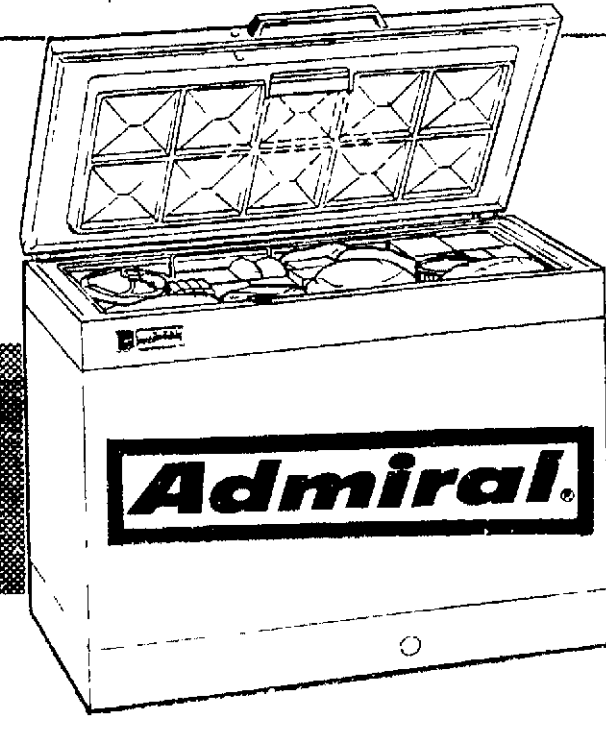
The correct drying heat for fabrics is right at your fingertips: just set the dial for Extra-Heavy, Heavy, Normal or delicate (no need to calculate the time, dryer stops automatically). Gentle flowing heat pampers your clothes, dries them billowy soft, fresh as all outdoors. Smooth STAINLESS STEEL DRUM is guaranteed for the life of the dryer, won't snag your sheepest garments. Giant lint screen is right 'in-the-door', traps even the tiniest particles. Automatic cool-and-fluff period at the end of each cycle saves on ironing. No-Heat cycle for airing blankets, fluffing pillows.



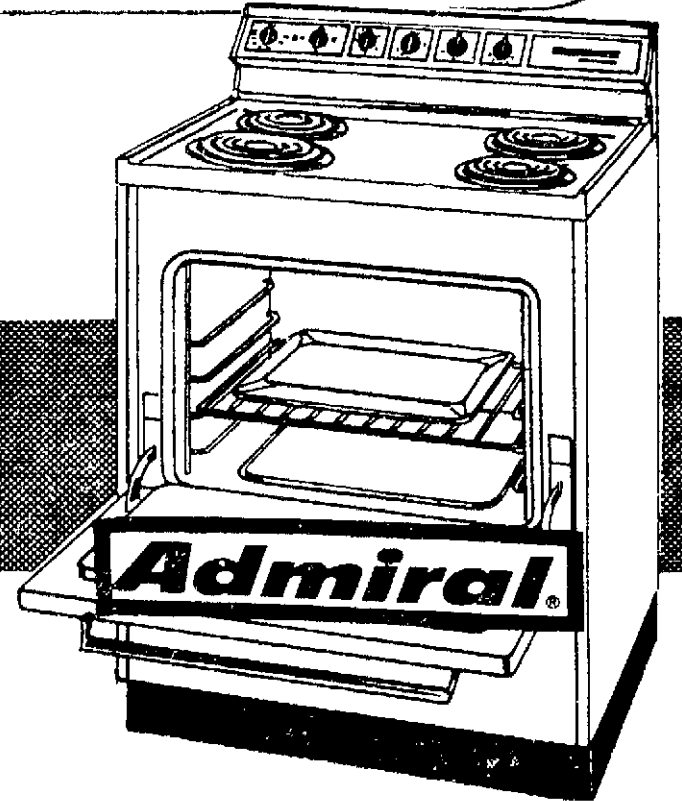
Wringer Washer  
**\$149<sup>95</sup>**



Admiral No-Defrost Refrigerator-Freezer. 122 cu. ft. of space, yet only 28" wide! No-Defrosting 9.98 cu. ft. refrigerator! No-Defrosting 79 lb. sub-zero freezer! Two independent temperature controls! Three full width shelves (two glide out). Full width porcelain crisper. Admiral "Penny Pincher" sealed power unit! 61 3/16" h., 28" w., 28 3/4" d. .... **\$249<sup>95</sup>**  
\$2.50 Weekly



Admiral Chest Food Freezer. 150 cu. ft. — 526 lbs. frozen food storage. "Balanced Cold" design with freezing coils on all four sides of food compartment liner; Sliding lift-out basket, holds 33 lbs.; Divider fence, Counter-balanced lid, Double-seal gasket; "Penny Pincher" power unit operates quietly; Full-range temperature control; 36 1/16" h., 47 1/2" w., 29 21/32" d. .... **\$198<sup>95</sup>**  
\$1.50 Weekly



Admiral Daluxe 30-inch Electric Range. Plug-in Flex-O-Heat surface units; Variable Broiling — just move the dial, not the rack! Surface Indicator Light; "Lift-Off" oven door simplifies oven cleaning; Porcelain cook top and range front. Full width storage drawer, 4 easy-access levelers... **\$169<sup>95</sup>**  
\$1.50 Weekly

# Wichmann's

Open Monday and  
Friday Evenings  
Until Nine

Free Parking  
at  
Rear of Store

OPEN SUNDAYS to 6 P.M.  
**APPLETON** West College Ave. Extension  
(Rt. 125) 1/2 Mile East of Rt. 41



# At 3 Fox Cities Facilities Hospital Expansion Programs Exceed \$17.3 Million in 1967

A whopping \$17.3 million worth of hospital addition will be completed this year in three of the Fox Cities Hospitals. St. Elizabeth and Appleton Memorial in Appleton and Theda Clark in Neenah.

Of this, the lion's share, or \$8.5 million, has gone into the St. Elizabeth Medical Center and Hospital, which was begun in June, 1964.

Theda Clark, with the \$5.1 million addition under construction, is way ahead of schedule, not only in planning the six-story facility, but in carrying out the plans.

Original plans were to start building in 1972 but foundations were laid in 1967. At that time it was thought the addition would be ready for occupancy in 1970 but now it is estimated that it will be in use by the turn of the year.

Finishing touches are also being put on the Appleton Memorial Hospital expansion project, which will come to \$3.7 million.

There are still a number of areas left to be completed at St. Elizabeth, but the bulk of the work is now done.

## Spring Completion

Intensive and coronary care units, surgical recovery room, a multi-purpose surgical suite, pediatrics unit and nurseries will all be completed by spring, according to Charles J. Paul, assistant director.

"By Easter the workmen will take over the old section for renovation. The sisters housed in that wing will be moved into new quarters in the North Wing.

When completed, the old wing will include room for 17 additional psychiatric beds with an occupational therapy department, adult orthopedics, nursing services, an extension of the maternity and gynecological services and some additional medical beds.

Completed in 1967 were a series of training and conference rooms, a nursing arts training center, occupational and physical therapy departments, a central supply area six times the size of the former area, a dietary department and food distribution center and three warehouses, one for foods and two for general use.

A receiving platform was put into use, freeing the ambulance entrance for better traffic movement.

## Records Center

The medical records center was moved to the ground floor of the East Wing, increasing the space by 150 per cent. A record finding apparatus to speed up the process and provide more accuracy, was purchased and installed.

When completed, the hospital will have a total of 320 beds and 28 bassinets, representing an increase of 117 beds before the construction.

Expansion at Appleton Memorial has gone as scheduled, according to John Shepard, administrator, and the third and fourth floors of the new south wing were occupied in 1967.

Included on these two floors are two medical-surgical units, one containing 50 beds, the other, 32 beds; and a 22-bed pediatrics unit.

An intensive care area, including a coronary care unit and a 34-bed surgical unit, will go in on the second floor.

## Add 150 Beds

Final touches are being put on the medical records department, lobby, gift shop,

business offices, conference room, nursing service department and the administration wing.

Still to be completed by this summer is the north addition with the general storage area, a surgical unit and the laundry area.

The total work, begun in March, 1966, includes the four-story addition, remodeling and refurbishing of the 1958 building and the modest expansion to the north.

About 150 beds will be added when the project is completed, bringing the total to 250.

Included in Theda Clark's current expansion project is one of the most advanced surgical operating centers in the country today. It is being so designed that future advancements in equipment and services can readily be added,

according to Gerald L. Aldridge, administrator.

An all new intensive coronary center with central physiological monitors, central hypothermia equipment, mechanical booms, special eye diagnostic and treatment rooms, modern emergency rooms, and out-patient treatment and examination areas will be a part of the new structure and alterations.

These areas will be equipped with many types of new equipment that is expected to provide for greater efficiency in a modern complex regional health center.

## Surgical Floor

In a breakdown of the floors, the surgical floor will serve as the base. It will make possible a surgical care center and specialized equipment,

routinely used in cardiovascular, plastic, neuro, orthopedic, urological, general and other major surgical services. Closed circuit television, physiological monitoring, lamier air flow and central hypothermia will be features of the tools to aid in patient care.

A cardiac referral center and medical-surgical intensive care center will go on the first floor. Included will be a lounge, and an isotope diagnostic laboratory. Physiological monitoring, direct nurse-patient observation will highlight the care and treatment area. A new all-faiths' chapel, made possible by an anonymous donor, is included.

The present cardiac center will be converted into regular patient rooms.

The second floor plan includes an area for young adults and children, with nurseries

for group nursing of critically ill children. The playroom is so designed and located as to be under observation by the nursing staff.

## Centralized Control

Typical floors, including the third, fourth, fifth and sixth floors, will have a central distribution care for patients services making it possible for centralization and control of all dispatch services.

Classrooms, conference rooms and clinical instructors offices for in-service training, are included.

A new enclosed ambulance entrance rounds out the plans.

The major change at Kaukauna Community came not in the form of a building, but rather in personnel. Roger M. Anderson, arrived from Mayville, N.D., to become the new administrator, replacing Mrs. Bernice Elliott, who had held that position for the last 13 years.

Anderson was administrator of a hospital in Mayville prior to his Jan. 5 arrival at Kaukauna.

Some minor additions in equipment and building and land improvement totaled \$12,556.



Construction work on Appleton Memorial Hospital, started in March, 1966, will culminate this summer. Included in the plans is the four-story

addition, remodeling of the 1958 building and a modest expansion to the north. (Post-Crescent Photo)

## Three Building Programs Valley Library Systems Experience Gains

"Unbelievable" is the word which describes the activity among the Fox River Valley libraries during the past year.

In Oshkosh, where the \$750,000 "wrap around" addition is now fully functioning, Leonard Archer, librarian, speaks of the transformation in the building and atmosphere as "unbelievable."

The citizens of Menasha and the library board, buffeted by five years of frustration in trying to get approval and a location for a new facility to replace the 60 years old Elisha D. Smith library, received approval for a \$600,000 new facility — "unbelievable."

At Fond du Lac, where a new library now stands at the corner of Sheboygan and Marr streets, replacing a library built almost one century ago, the citizens question why they cannot use the building which seems to be complete. Librarian Eugene McLane, refused to give any explanation for the delay.

## New Facilities

Construction in the amount of \$2.4 million for the three new libraries is underway or completed, with one fifth of the money being furnished by federal library grants and the remainder by bond issue in each city.

These libraries and the li-

braries at Appleton, Kaukauna and Neenah report 526,000 volumes on their shelves and ready for use this year and \$1,018,235, has been budgeted by the six library boards to carrying out their services for 1968.

The new Menasha Public Library was designed by Appleton architect, Raymond N. LaVee, and work began at the new site in Racine Street Park, First and Racine streets in early December.

Final approval was given by the city council in August after it received assurance of \$137,500 in federal funds. The earlier part of the year was filled with weekly library and joint planning committee meetings. A final decision was made to place the new library in the park as part of a proposed city development complex to eventually include a fire station, police station and city hall.

## Menasha Plans

The architectural plan shows reading rooms, book stacks and the librarian desk and related facilities on the main floor. On a partial mezzanine there is a music room, history room and area for cataloging.

The total space is 28,000 square feet, more than double the space now in use, and the 60,000 volumes the library

now owns will be increased to 105,000 within a proposed growth purchase plan.

P. G. Miron Construction Co., Menasha, has the \$324,000 general contract. Town, Inc., Appleton, is the heating contractor; Hietspas, Inc., Little Chute, plumbing and Langstadt Inc., Appleton, electrical.

The city has issued bonds in the amount of \$445,000 for its share of the new Menasha Library costs.

## Triple Space

The space at the Oshkosh library has tripled with the opening of the new addition. Its present 170,000 volumes will be increased to 350,000 during the next ten years according to librarian Leonard Archer.

"The trend today is study and research both for industry, education and the individual and research materials are the core of our operation," he said. Facilities at Oshkosh are used extensively by faculty and students at Wisconsin State University-Oshkosh, where the university library has not been able to keep up with the school's growth, an addition is being built to the WSU-O library, according to the public librarian.

The \$1,070,000 two story library at Fond du Lac has 40,000 square feet and was scheduled to be ready for operation by July 1, 1967. A grant of \$200,000 in federal funds supplemented the city's bonding of more than \$800,000, but until now the citizens have had no use of their building.

## Opening Delayed

Last minute changes, a succession of them, have delayed the Fond du Lac Library opening, but the board has approved a \$214,000 budget for 1968. McLane refused to give any information concerning the library, but one board member said he thought the library would open this year with its approximately 80,000 volumes.

At Kaukauna, Mrs. Richard Clapp reports that somehow they continue to stack library books to the ceiling and continue the increasing circulation rate of its 30,000 volumes. There is still no action on a building committee for the popular library which is an important meeting place for adults and children.



The Most Elegant Room in the \$130,000 Knights of Columbus clubhouse is the Ship Captain's Room for dining and dancing. It carries the ship captain's theme, with a floral design on the walls in green and lighting fixtures of wrought iron. Captain's chairs and tables rest on blue carpeting. (Post-Crescent Photo)

service our 'by-word' . . .



The growing needs of Neenah-Menasha's industrial complex have been serviced for the past 34 years by Keil & Werner Electric Co., Electrical Contractors specializing in industrial and commercial installations currently employing 80 qualified electricians.

**KEIL-WERNER**  
722-3358 ELECTRIC CO. NEENAH

Werner Electric Supply Co., distributors of quality electrical apparatus and supplies for industry are the area's authorized distributors of Allen-Bradley Motor Control Equipment and have made "service" our by-word.

**WERNER ELECTRIC**  
722-2881 SUPPLY CO. NEENAH

## Electricity Has POWER for Tomorrow

In the home, in business and industry . . . electricity provides power for today's necessities and advantages . . . sets the wheels turning towards more progress tomorrow! We are indeed proud to serve the power needs of Menasha . . . as we have since 1905.

**ELECTRICITY —**  
On The Job to Create a Better Life In a Growing Community!

**Electricity POWERS Progress**



"Your Home-Owned Electric & Water Utility"

**Menasha Electric & Water Utilities**



BY JOHN PAUSTIAN  
Post-Crescent Sports Editor

The Fox Cities, long a major factor in Wisconsin athletics, projected their influence beyond the state's borders more often in 1967 than ever before.

For openers, Appleton's "Rocky" Bleier and Chuck McKee gained nationwide football fame. Bleier, an offensive halfback, captained the Notre Dame team, which won eight of 10 games and again finished among the nation's top 10.

McKee, who led Lawrence University to the undisputed championship of the four-state Midwest Conference, was selected as quarterback of the Little All-America football team. McKee, the first Vike QB ever to achieve the distinction, was picked by The Associated Press over a number of better-known passers, including Bob Toledo, who uncorked a veritable bushel of touchdown throws.

Lawrence's Gary Hietpas, who meant to the defensive platoon what McKee did to the offense, was picked on the honorable mention portion of the exclusive Little All-America list.

#### Baseball Honors

The Appleton Foxes gave the Fox Cities' reputation another big boost when they won their second straight pennant in the three-state Midwest League — their third title in four years.

The Little Chute semi-pro team, the Appleton Little League and the Appleton Babe Ruth League also make sizable contributions to the Fox Cities' baseball pre-eminence. Little Chute won the state non-pro title, and, competing in the national tournament for the first time, placed seventh in a field of more than 30 teams.

McKinley, of the Appleton LL, won not only the state title but took the championship of a seven-state divisional alignment. The Appleton BRL team captured the state tourney crown.

Neenah-Menasha was again host to the impressive 1,000-yard Club Foundation banquet, which featured the enshrinement of star running backs Gale Sayers and Leroy Kelly. National interest was further attracted to the event because of the simultaneous appearances of pro football Commissioner Pete Rozelle and outgoing Packer Jim Taylor at the height of the intriguing "option" issue.

#### Red Smith Dinner

The area's reputation as a banquet center was further fostered by Appleton's Red Smith Awards dinner, which attracted the likes of Bart Starr, Tommie Agee, Dale Hackbart, "Fuzzy" Thurston and Bleier.

Appleton's Bruce Miller sank a 35-foot shot at the final buzzer to enable Wisconsin State University-Oshkosh to beat Lakeland, 96-94, and earn a berth in the NAIA basketball tournament at Kansas City.

Two Appleton teams were represented again in the state basketball tournaments at Milwaukee and Madison, after a year's absence. Xavier, a state "rated" team, qualified for the Catholic tournament, as expected. Appleton High School, which lost seven games during the regular season, was an unexpected participant in the public school test at Madison.

Bleier, in his final Notre Dame season, was a leading rusher and pass receiver as the Irish recovered from traumatic experiences with All-Americans Leroy Keyes and O. J. Simpson to win their final six games. Bleier underwent knee surgery and missed the final game. ND's players apparently were so well satisfied with Bleier's leadership that they picked another Wisconsin product, Superior's Bob Olson, to be a 1968 captain.

#### Football History

Lawrence, coached by Ron Roberts, made all sorts of history as it finished as one of a handful of unbeaten-untied collegiate teams in the country. The 1967 Vikes became the first team in school history to win eight games and became Lawrence's first unbeaten unit and first undisputed champion in 16 years.

Scoring decisive wins over previously-unbeaten St. Olaf (28-7) and Cornell (34-7), the Vikes held the solo lead from the mid-point of the season. The climax came in a 15-7 win over Ripon, which featured McKee-directed drives of 95 and 76 yards to erase a halftime deficit.

The ML baseball race was dominated by the only two Wisconsin entries in the 10-team league. Wisconsin Rapids won the first-half title, while the Foxes prevailed in the second round. For the second straight year, the Foxes overcame a 1-game deficit to win the best-of-three playoff series.

## Banner Year in Fox Cities Sports

# Area's Impact Crosses State Lines

After losing, 3-1, at Wisconsin Rapids, Appleton posted an 8-5 victory at Goodland Field. The venerable slugger "Deacon" Jones, and speed merchant Jose Ortiz led the way with three hits apiece. Reliever Pedro Rivera came on in the ninth when the Twins, with two out, had the tying runs on base and a 2-0 count on the batter. Rivera's first pitch was hit back to the

mound for the game-ending out. The Twins, who came to Appleton all packed up and ready for trips to their home states, were forced to spend an extra day for the payoff game. Wisconsin Rapids got off to a 2-0 lead at Goodland Field, but Chuck Brinkman's run-scoring single and Karl Simon's home run tied the score. An error helped pro-

duce the winning run, and Durant Cooper's strong relief pitching preserved the 1-run margin. Technicalities prevented the Foxes from producing another in their long line of league-baiting champions. Carlos May, an up-and-coming swatter, was leading the league, with a .338 mark when he was called to Marine active duty. Defending batting king Jones,

in what was probably the final year of his illustrious playing career, finished at .352 — but failed to bat the minimum number of times.

#### Weather Hurt

Other Foxes highlights included a string of 42 consecutive innings without an earned run posted by pitching leader Al Fitzmorris (14 wins); a

team record of 64 stolen bases by Ortiz; the stretching of a 2-year win streak over Decatur to 21 straight games; and a new single-night attendance record of 7,278 attracted July 25 on Aid Association for Lutherans night.

Bad weather played havoc with the Foxes' hopes for a profit in their 10th year of operation, but good news was abundant on another front.

Clubhouse facilities were completely remodeled after the 1967 season, and, as 1968 dawned, chances were bright for a new lighting plant. The common council authorized the recreation commission to advertise for bids. With the completion of the projects, Goodland Field will compare favorably to any minor league layout in the country.

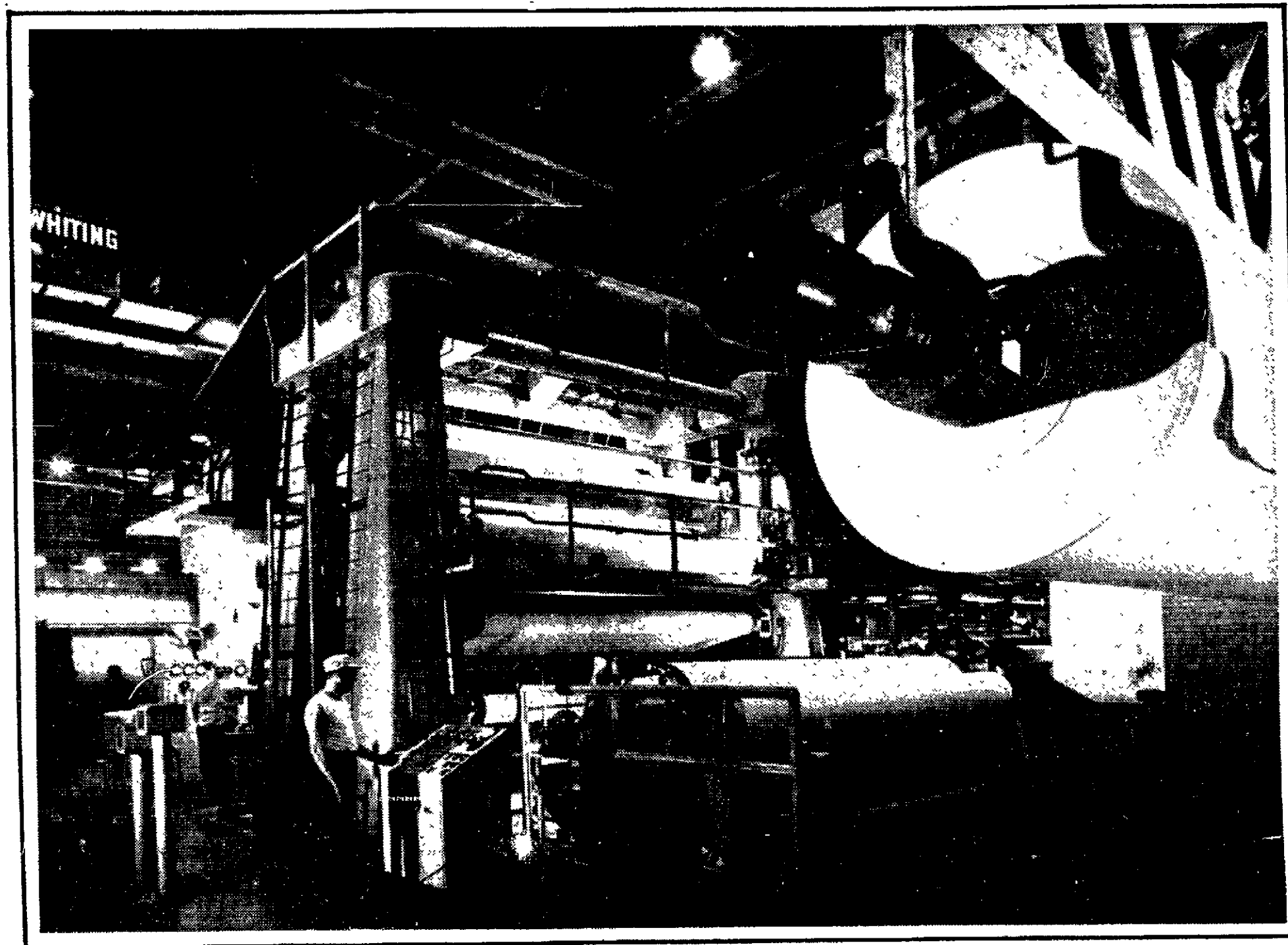
Little Chute beat Monona

Grove, 2-0, in the state semi-prep title game, and Hank Peerenboom was picked as most valuable player in the tourney. Contributions totaling more than \$3,000 were raised to help Manager Roger Gerrits and the rest of the team make the Wichita trip.

#### Lose to Hawaii

Little Chute beat Jackson, Miss. 9-2, (as Henry King starred); stopped Wichita, 8-5, (as Jim VandeWettering hit two homers); and downed a Pennsylvania team, 4-0. After

Turn to Page 11, Col. 1



## EVERY WORKING DAY MEANS \$404,000

Every working day of the year \$404,000 flows into the Fox River Valley as the result of Kimberly-Clark plants and offices here.

It enters the economic arteries of our Valley in the form of paychecks.

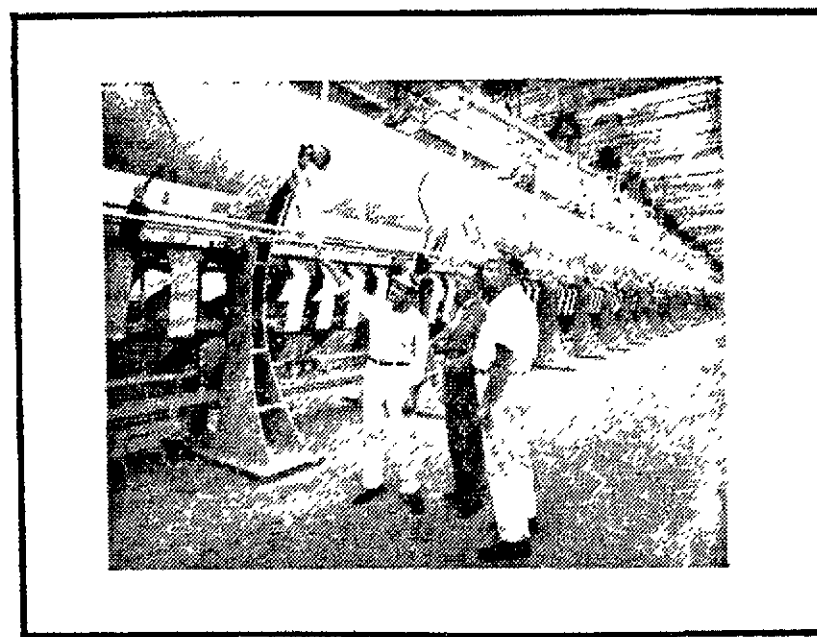
It helps local businesses.

It provides tax revenues to area cities, counties and towns.

It furnishes other taxes to the State — money that helps make possible fine schools, public health and safety, recreation, and many comforts and conveniences.

It's behind the pension payments to 828 area retirees from Kimberly-Clark jobs.

Every working day means \$404,000.



KIMBERLY-CLARK CORPORATION

## \$2 Million New Construction Lawrence Shows Growth In Both Plant, Programs

BY MARGUERITE SCHUMANN  
Of Lawrence University

Both plant and program experienced steady growth last year at Lawrence University.

The physical plant rose in value from \$15,075,204 at the end of the fiscal year in 1966 to \$15,678,698 at a comparable point in 1967. This represents an increase of \$603,494.

Book value of the endowment rose \$398,146 — from \$20,548,079 at the end of the 1966 fiscal year to \$20,946,225 in 1967. The market value of the endowment fund exceeds the book value by nearly \$4 million as of December, 1967. A year earlier the difference was \$1.5 million.

Major changes wrought on the physical plant during the year included the completion and dedication of the \$378,449 seven-story Ruth DeYoung Kohler Hall for 125 women, and the beginning of construction on the \$1,441,032 Jason Downer Food Service Center, scheduled for completion in June, 1968. The new Food Center will provide variety in atmosphere and in food for 600 diners. Students will be able to choose between a regular daily menu or a cafeteria selection of sandwiches, salads and desserts.

converted to stereo equipment during the summer and early fall. In eleven years the station has grown from a one-day-a-week operation to year-round FM broadcasting and closed circuit AM transmission to dormitories on the campus.

### High Ratings

Lawrence was given several high ratings by the American Association of University Professors in a survey conducted on the economic status of the profession. Lawrence ranked first among the 10 members of the Associated Colleges of the Midwest in the category of full-time faculty compensation per student equivalent, which expresses the student-faculty ratio. Lawrence's figure was \$1,146 with its nearest competitor listing \$1,072.

Lawrence ranked second in average total compensation for full-time faculty, recording \$12,366. This figure includes fringe benefits. Two sister institutions ranked higher than Lawrence's figure of \$10,776 for average salary.

Two new endowed professorial chairs were created in September by dividing a large existing sum in the endowment.

### Teakwood Room

A feature of the Jason Downer Food Service Center will be the teakwood room which was once the focal point of the Milwaukee-Downer College campus. The room, originally given to Downer by Alice G. Chapman, has been in storage since the 1964 merger between the two institutions.

Eight houses were razed to make way for the Kohler-Downer complex. Alsted House, a stately Victorian mansion at the south end of Meade Street which had been used by Lawrence as a dormitory for a number of years, was razed in September because of difficulties in bringing it up to the Wisconsin Building Code.

Another change in Lawrence's physical plant came when WLFM, student-operated radio station located in the Music-Drama Center, was

of the community, allowing them to pursue class work at Lawrence. Lawrence's general scholarship aid program rose from \$376,810 in 1966-67 to \$445,140 in 1967-68.

Major news in the academic program came with the establishment of Lawrence's first overseas study center at Boennigheim, Germany, on July 1. Three faculty members and their families and 38 students made up the first contingent at the center which has an 18th century castle as its headquarters. Dr. Francis L. Broderick, dean of Lawrence and Downer Colleges and Clapp professor of American Studies, directed the center during the summer, while Dr. Charles Breunig, who holds the D. G. Ormsby professorship in history, took over in September. Other faculty members at Boennigheim are Dr. John M. Stanley in religion and Dorrit Friedlander in German.

Four Lawrence students attended the International Center for Classical Studies in Rome during the calendar year 1967.

### Graduate Program

Also making academic news was the adoption of a graduate program in music education at the Lawrence Conservatory of Music, approved by the trustees during 1967 and scheduled to begin in September 1968, and the appointment of Vice President Marshall B. Hulbert as dean of special programs. The latter includes directing the activities of the education department to bring in a proposal for an advanced degree, the programs in continuing education and the summer session.

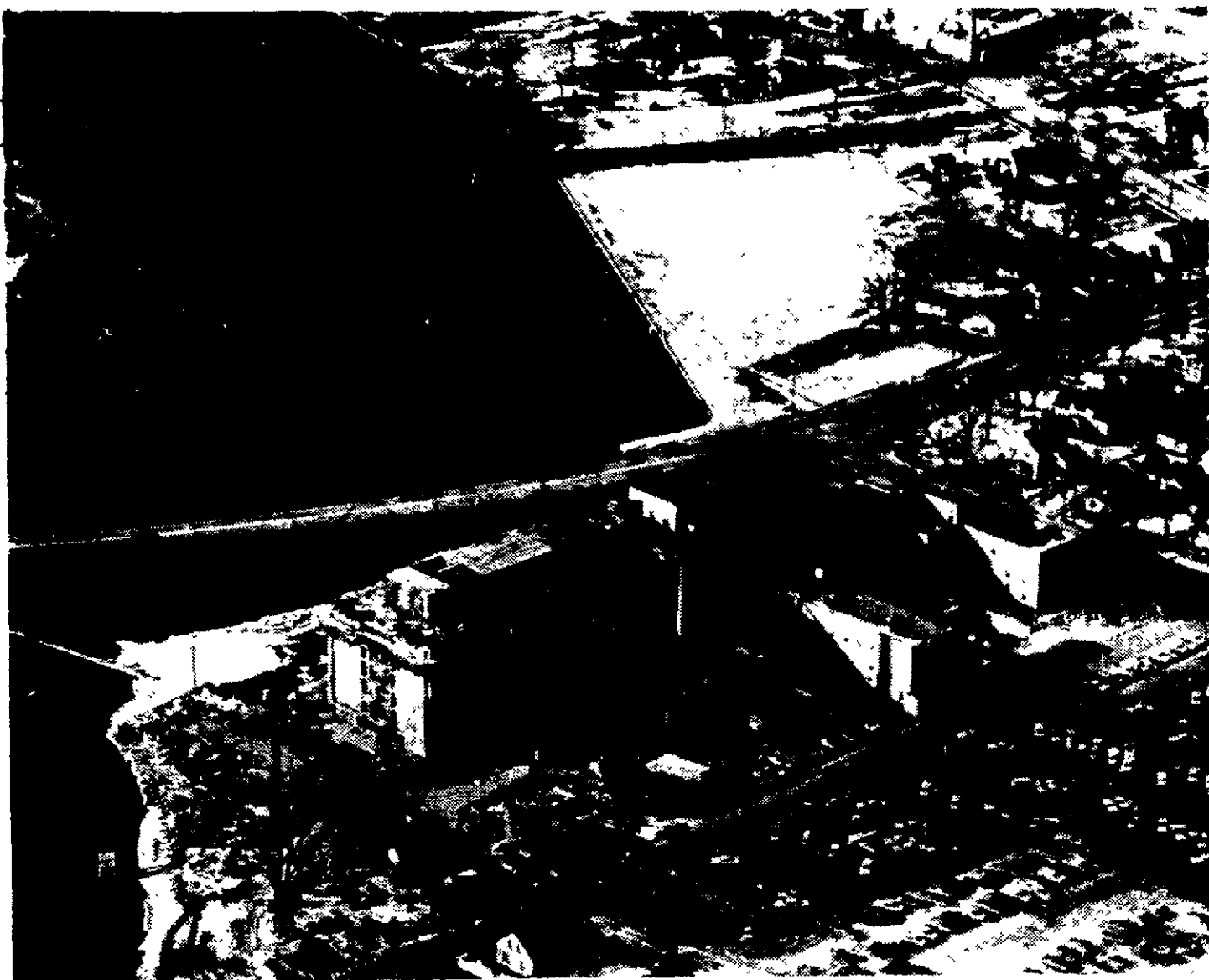
Lawrence had its largest summer session enrollment in 1967, when a total of 380 persons were on the campus, either in six special programs or in regular undergraduate courses. The special programs included an Upward Bound program for 53 high school age youths from Milwaukee; a National Science Foundation program for 51 gifted high school science students; a

National Science Foundation institute for 29 teachers of mathematics; a National Defense Education Act Institute for 36 teachers of English; a program conducted for 60 teachers and 90 junior and senior high school age students by the Cooperative Education Research Laboratory; and a group of high school level courses designed for students in the surrounding communities.

In the early months of 1967, the Lawrence theatre department inaugurated a plan of bringing a professional director to the campus to stage the mid-winter major production. William Greene, director of the Actors Workshop of the Minnesota Theatre Company, was the first visiting director, producing Moliere's farce "Scapin" and a group of Elizabethan selections titled "The Golden Age."

Music from Lawrence was heard throughout the world at Christmas time in a broadcast made by Voice of America. National radio audience was regularly reached throughout the year when 28 stations used the Music from Lawrence series of 40 programs. Most powerful of the stations carrying the series was the 523-kilowatt WIPR in San Juan, Puerto Rico, which is heard in most of the countries of the Caribbean. The radio tape series is a renewal of an earlier project which ran for seven years and in that time disseminated a total of 2,100 broadcast hours of music recorded by students and faculty at the Lawrence Conservatory of Music.

A series of articles appearing in the Post-Crescent last April noted that Lawrence University is one of Appleton's medium-sized industries, with a \$4.3 million budget, a \$2.6 million payroll and 440 employees. Students are estimated to spend more than \$450,000 in local businesses during the course of a year. Although employees and their families constitute less than 5 per cent of the population, they have made considerable impact in such areas of community life as the board of education, the mayor's Citizen's Advisory Committee for Community Improvements, the League of Women Voters, the Fox Valley Council on Human Rights, the Outagamie County Mental Health Association, the United Community Services, the YMCA, Fox River Area Council, Girl Scouts of the United States, local churches, and service clubs.



The Second Phase of a five phase expansion program at Theda Clark Memorial Hospital is rapidly taking form. The six-story, 230-bed addition is

expected to be finished in early December at a cost of \$5.1 million. (Post-Crescent Photo)

## Implementation of Area VTE District Major Task

A project of nearly incomprehensible proportions has been going on in the Fox Valley area since July, 1967.

This project is the organization of one large vocational area, known as Vocational, Technical and Adult Educational District 12, from an aggregate of autonomous schools, as approved by the Wisconsin Board of Adult Education.

Included are 25 school districts spanning Outagamie, Winnebago, Waupaca and Calumet counties and is presently one of 11 such districts which has received approval from the state to proceed with the formation. The budget this year is nearly \$2.8 million.

Headed by a seven-man board and coordinated by William Sirek, area director, the purpose of the program is to help the Valley and the entire state keep in step with the special educational demands of today's agriculture, busi-

ness, industry and general public.

"The toughest task so far has been to try to educate the public to the idea that we are now operating on an area-wide basis, not as a group of small schools," said Sirek.

Assisting him in his task is the board, composed of representatives of all counties, as stipulated by the Vocational Education Act of 1965, which provides for 18 districts to be set up in the state by 1970.

### Staff Members

Making up the VTE-12 board are C.G. Russell Johnson, Neenah, chairman and at-large member from Winnebago County; Cyril Letter, Seymour, at-large member from Outagamie; Frank Sprister, Appleton, employee member from Waupaca County; Darwin Smith, Town of Harrison, employer from Calumet;

Donald Steinfert, Oshkosh, employee from Winnebago; and

H.J. Ramsdell, New London, representative for the area superintendents of schools.

Rounding out the present administrative staff are Nick Bordini, Kaukauna, assistant director of research; Stan Spanbauer, Oshkosh, assistant director of instructional services; Robert Quast, Oshkosh, business manager, and Ronald Kautz, Neenah, assistant business manager. An assistant director of student services will be added in the near future.

Bordini, long associated with vocational education as both instructor and administrator of the Kaukauna vocational school, is presently working on comprehensive plans for the district.

### No Site Decision

Spanbauer, who was associated with the Oshkosh school, is now working on teacher recruitment, in-service train-

ing and the standardization of courses in the various schools.

According to Sirek, no concrete plans have been made as to the location of the central facility.

"Surveys and studies of the district are being made now to determine the projected enrollment and the need for full and part time courses which will be necessary up to 1980," he explained.

The staff also is working on united educational specifications and surveying existing facilities which may need to be used as satellite schools, either now or in the future when the enrollment may exceed the new facility.

Though this is projecting far into the future, it may not be as inconceivable as it sounds because the increasing need for trained people in industry has elevated vocational education from a step-child to an equal to colleges and universities.

DECEMBER 1967

# FOUNDRY

A MONTHLY PUBLICATION

MECHANIZATION:  
Neenah's Path to Profitability

← **this**

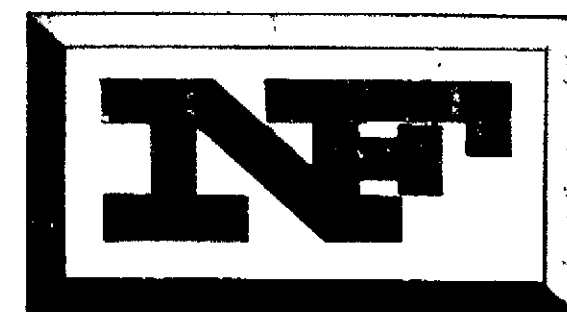
is the cover of the  
December edition of  
**FOUNDRY** magazine...

the leading technical publication  
in its field — internationally.

Featured here is an inside  
photograph of our new Plant #3.  
Editorial treatment in support  
of this recognition runs to  
six pages.

It requires a special kind of  
social, labor and economic  
climate to support the growth  
of any business to be one of the  
largest of its kind. We are.

We felt that you, our neighbors,  
would be pleased to know that this  
area is outstanding in the qualities  
which make America great. All 1,100  
of us in the three Neenah Foundry  
plants were. We hope you will be too.



NEENAH FOUNDRY COMPANY



# Well Project Top Activity At Little Chute

BY ED VAN BERKEL  
Post-Crescent Staff Writer

LITTLE CHUTE — Major improvements in the village during 1967 centered around the No. 2 well where the water department carried out projects to meet existing and projected demands for service.

A new 250,000 gallon water tank was erected at a cost of approximately \$70,000 and with the new tower, the Public Service Commission authorized an increase in water rates to help offset the cost of the new investment.

The village adopted an ordinance requiring outside water meters on all new homes built in the village, thus helping to reduce time for meter readers and at the same time prevent callbacks when persons are not home. In the future, meter replacements will also be located outside the home.

Sewer and water mains were extended from Fillmore Street and Highway 96 north to County Trunk OO to meet anticipated development of lots along that street.

## Street Project

Major street project for the year was a \$33,225 program on Park Street. The roadway was widened, curb and gutter installed and a blacktop surface placed on the full length of the street. This is part of a continuing program to improve all major streets in the village.

Extension of street lights on Riverside Drive, Rosehill Road, Charles Street, Edgewood Court and Meadow Lane all reflect increased residential growth during the year. An increase in building costs of \$131,000 during the year was entirely due to increased residential building.

Dedication of the \$1,262,672 high school which opened in Sept., 1966, but was not completed until early in 1967, attracted over 2,000 visitors on a rainy Sunday afternoon. The modern building provides the community with both a public and parochial high school.

During the year the school district received a \$30,000 federal grant for a kindergarten team-teaching experiment which since has proved highly successful and is being watched closely by the state department of public instruction and other school districts for introduction into their systems and possibly expansion into other elementary grades.

## Church Plans

A new plat was approved east of the public high school and north of County Trunk OO. St. Luke Lutheran parish announced purchase of property for a future church and parsonage in the same area. The Lutheran congregation was organized as a mission church in December, 1965 and officially named a congregation in April, 1966.

During the year the village purchased property at McKinley and Madison streets at a cost of \$8,000 to eliminate a sharp jog in McKinley Street and word was received from the Public Service Commission that automatic traffic controls were ordered installed on Washington Street, a project long sought by the village.

After considerable promotion and dispute, word was finally forthcoming from the postal department indicating a new post office had been authorized for the community. A site for location of the post office was selected and interested persons are currently being asked to submit bids for construction of the new facility.

## Lift Station

Extensive improvements were made to a sewer lift station at Heesakker Road, a project necessitated by rapid residential growth near the southeastern limits of the community.

The recreation program was expanded during the year with the opening of several tot areas for smaller children, new play areas for older children and increased recreational activity organized by the recreation department.

Nick Vander Pas resigned after 26 years as village assessor and was replaced by Richard Kilsdonk who will work closely with Vander Pas to make the transition with a minimum of difficulty. A junked car ordinance was adopted to enhance the appearance of residential neighborhoods.

Little Chute received statewide recognition twice during 1967, first with the naming of Martin Jansen as state commander of the American Legion and again when the local baseball team won the State Amateur Baseball crown.

# Valley Art Centers Win New Patrons

CONTINUED FROM PAGE 3

of exhibits, part of the Center's "educational policy," lived up to its promises in 1967. In the words of Center executive director Charles M. Brooks Jr.:

"Not to mention everything that has been on our gallery walls, we have presented original graphics from the Old Bergen Art Guild; a superb show of oil paintings in the technique of magic realism by the young Milwaukee painter, William Bloom; contemporary Japanese prints loaned by the Milwaukee Art Center; a stunning collection of rubbings of pre-Columbian relief sculpture from the Association of Western Museums; three more carefully selected Wisconsin painters which included Dudley Huppler drawings, a solo show of Marion Cape Biehn watercolors and a one-man show of paintings in mixed media by Lester Schwartz.

"Beyond exhibiting such two dimensional works, we have shown collections of jewelry by Winifred Clark Shaw of the University of New Hampshire and hand-wrought jewelry from the Schimpff Gallery in Glen Harbor, Mich. In addition, we made our first sally into a small sculpture show, this being 14 cast bronzes by Thomas Tasch of the University of Wisconsin (Fox Valley Center). Some of these exhibits have been modern in the extreme and others have been placidly representational, but we do attempt to satisfy in our visitors what the French axiom touches upon — 'chacun a son gout'."

## Paperweights

Brooks' "each to his own taste" philosophy in directing an art gallery is one of the reasons Bergstrom stands in an important position in Wisconsin Art circles. Gregg's similar attitude at Paine has helped that institution emerge as a nationally-prominent gallery, too.

In addition to the changing exhibitions, there has been on display at Bergstrom, of course, its own permanent collections of paintings, paperweights and glass.

Although Brooks did not mention it in his roundup of the year's shows, he did point out, with emphasis, that one of the major reasons for 1967's attendance being higher than the previous year's was the popular period doll houses loaned by Mrs. Raymond Newman of Milwaukee. "That the interest of groups such as public school classes, study clubs, scout troops, etc., continues to increase is further evidence of our growing importance as a local attraction," added the director.

Bergstrom's emergence as a nationally important part of the paperweight craft was enhanced by the early summer Paperweight Symposium, headed by assistant director and curator of paperweights, Mrs. Evelyn Campbell Cloak.

## Symposium

The Symposium was held June 25 through 28 and attracted 175 persons from 23 states, plus Washington, D.C., Canada and England. It was organized for the purpose of bringing together people knowledgeable on the subject of glass paperweights, and of disseminating authoritative information for the benefit of collectors, dealers, paperweight makers and curators.

Lecturers included such prominent people as the director of The Corning Museum of Glass, the curator of the Corning Museum, a director of Sotheby and Company, London, and the associate senior editor of Antiques Magazine. Among the registrants, five museums were represented, including Smithsonian Institution, Washington, D.C.

Tape recordings were taken of the lectures and discussions. Transcriptions were made and compiled into a "Symposium Booklet." According to Mrs. Cloak, over 300 copies have been purchased.

A total of 19 paperweights, all of modern manufacture, were added to the renowned Bergstrom collection during 1967. They included five Scottish weights donated by Arthur Corham, Millville, N.J., one French sulfide (Christopher Columbus) and one Scottish weight by Paul Jokelson, Scarsdale, N.Y.; four self-made weights by Joseph Zimmerman, Corydon, Ind.; three self-made weights by Harold Hacker, Buena Park, Calif.;

Two weights made at Gentle Glass Company, Star City, W. Va., and one weight by Jonathan Stone, donated by Mrs. Jean S. Melvin, Claysville, Pa.; one weight made by A. Macho, Vineland, N.J., by Mrs. Jean Ricksecker, Tiburon, Calif.; one rose weight made by the husband of Mrs. Elizabeth Degenhart, Cambridge, Ohio, and one weight by Dominick Labino, Grand Rapids, Ohio, by Friends of the Bergstrom. All

individual donors attended the Symposium. The total of the Bergstrom weights collection is now 756.

## Research Center

Mrs. Cloak reported that "more and more paperweight enthusiasts are taking advantage of the services of our research center. Mail inquiries have increased and many weights are sent in from all parts of the country

for help in identification." She also noted that plans for a documentary film on glass paperweights, announced in late 1966, have progressed slowly.

The permanent collection of the Bergstrom Art Center was enlarged with the gifts of four artworks and the purchase of four more pieces by Friends of the Bergstrom.

Given to the Center were: "Stone Series No. 3," a serigraph by Thomas Laursen;

"Telling Lies Politely," an etching by Edmund Blampied; "En Famille," an aquatint by Frantz Charlet, and "Sorting the Fish," an oil painting by Robert von Neumann.

Purchased by the Friends were: "Romantic Encounter," an oil by Lester Schwartz; "Fountain City," a watercolor by Marion Cape Biehn; "Cottontail Rabbit," a pen and wash drawing by Dudley Huppler, and "It's the Berries,"

an oil by William Bloom. A month-long exhibit of paintings by John Wilde (March 20-April 20) drew the most persons to the Oshkosh Public Museum. Because the museum offers much more than the individual art shows displayed, it is impossible to tell how many persons actually came to see the various exhibits, but the Wilde display was the obvious winner, according to museum director John Kuony.

Following the Wilde exhibition in popularity were "Poland's Heritage," a collection of Polish artworks and arti-

facts (Feb. 19 through March 20), and "Guns of the Old West," which drew many persons from out of state during its run (Aug. 27-Oct. 29), according to the museum guest book.

Other shows included: Paintings by Sylvia Fein (January); Oshkosh area junior high school art (April 15-May 3); Door County photography of Peter Jung (May 6-June 9); paintings by Russian artist Xenia Kamlookhine (June 11-July 2); winners of the 11th annual Winnebago-

land Art Fair and batiks by Donna Salmela (July 3-Aug. 10); paintings by Karl Prieth (November), and serigraphs by Sister Mary Corita (December).

The 11th annual Winnebago-land Art Fair held July 2 on the Museum grounds were hampered by foul weather, but despite the rain, between 6,000 and 8,000 persons turned out, and more than \$2,000 worth of artworks were sold. Attendance the year before, when weather was fair, was about 10,000.

# ... with capacities unlimited!



GEORGE F. HUTTER, JR.  
Inspects Concrete Columns  
At Hospital Site

Since 1878

**HUTTER CONSTRUCTION COMPANY**  
General Construction

134 WESTERN AVENUE • FOND DU LAC, WISCONSIN 54936

Telephone (Area Code 414) 822-6900

Courtney & Plummer, Inc.  
639 South Green Bay Road  
Neenah, Wisconsin

Attention: Mr. Charles M. Plummer  
President

RE: Hospital Addition  
Theda Clark Hospital  
Neenah, Wisconsin

Gentlemen:

We are nearing the phase where the building on this project will be enclosed, and at that time, we often reflect as to what our experience was in getting to that point.

On any construction job, we feel that the general contractor is somewhat like the quarterback and that he alone cannot do the job. He must have excellent execution and teamwork from the other members of his team, which includes his sub-contractors and material suppliers. The Theda Clark job was no exception and your Company was one of the key players responsible for our success.

The Courtney & Plummer Company had the contract for the general excavation. You always had sufficient equipment on the job site and it was always in excellent repair, which eliminated expensive jobsite breakdowns. Your work at the jobsite was always under the direction of an experienced supervisor, who was able to efficiently and effectively direct your work. You worked very closely with our superintendent in coordinating the work. The required dimensions and elevations for the excavation work was precise.

The Twin City Concrete Corporation was awarded the contract for providing all of our ready-mixed concrete on the project. Your "central mix" plant, located in Neenah, was able to furnish this concrete in the varying mixes and to consistently conform to the requirements of the architects and engineers' specifications. Your large fleet of trucks was able to deliver concrete to the jobsite in the quantities that we required. You always arranged to have a sufficient number of trucks employed in our large pours, so that expensive jobsite delays, waiting for truck deliveries, was completely eliminated.

HOSPITALS • CONVENTS • MONASTERIES • CHURCHES • SCHOOLS • COMMERCIAL, MUNICIPAL AND INDUSTRIAL BUILDINGS

Since 1878

**HUTTER CONSTRUCTION COMPANY**  
General Construction

134 WESTERN AVENUE • FOND DU LAC, WISCONSIN 54936

February 13, 1968

Courtney & Plummer, Inc.  
Neenah, Wisconsin

- 2 -

These very fine demonstrations of excellent service do not just happen. You are to be complimented on the fine over-all staff that you have working, since we are sure that to a large degree, their overall planning and contact with our main office and our job office are to a large degree responsible for the very close cooperation and harmony that has existed between our job superintendents and your office. This type of harmony cannot help but provide efficient and cost saving operations for us at the jobsite.

Our experience with you on this project has been most satisfactory and we hope that your conditions will be such that we will be able to work with you again in the near future.

Sincerely yours,

HUTTER CONSTRUCTION COMPANY  
*George F. Hutter, Jr.*  
George F. Hutter, Jr.  
President

GPH:1b

HOSPITALS • CONVENTS • MONASTERIES • CHURCHES • SCHOOLS • COMMERCIAL, MUNICIPAL AND INDUSTRIAL BUILDINGS

# Courtney & Plummer, Inc. Twin City Concrete Corp.

Neenah, Wisconsin

Plants at Following Locations . . .

Appleton 739-1267

Neenah-Menasha 722-7703

Oshkosh 231-8440

Brillion 756-2318

# Also Rain, Snow and Cold 1967 Was Year of the Wind

BY MYRNA COLLINS  
Post-Crescent Staff Writer

It was the year of the big wind in weather as well as in politics.

Squalls, blizzards, gales and tornadoes whipped across Fox Valley areas many different occasions, leaving destruction in their wake.

January was 1967's worst month, with a bellicose New Year's baby bringing with him 7 inches of heavy wet snow on the 6th and 3 more on the 7th, all adding to the 12 inches left over from an equally snowy December, a record minus 22 degrees on the 18th and a severe thunderstorm with tornado-force winds on the 24th.

The Valley, however, was well off compared to the northwestern part of the state which had not yet dug out from a howling blizzard on Jan. 17 when it was paralyzed by a temperature of minus 52 degrees on the 18th. Coldest reading in the Valley was minus 30 in Waupaca.

Over-all the month offered eight days of zero readings or lower, and a high temperature of only 44 degrees.

## First Blizzard

February temperatures were little better, with nine days falling into the zero or lower category, though the month's coldest day was minus 14 degrees, considerably warmer than in January. High temperature was 46 degrees.

A blizzard on Feb. 15 brought 3.1 inches of snow, churned by winds of 55 miles an hour. Snow for the month piled up to a depth of 11.8 inches, though precipitation amounted to a slight .30 inches. By the end of February, some 42.7 inches of snow had fallen on the Fox Valley, 10.8 inches more than normal.

March upheld its reputation for leonine entrances and lamb-like exits by starting out at two degrees and ending with a positively balmy 69, which also was the month's high reading. Zero temperatures were still with us, though, with two days coming in under the dread mark, one at minus 5. The 1.11 inches of precipitation was split between snow and rain.

Lousy weekends marred almost all of April, with the caper coming as 1.15 inches of rain in a thunderstorm with gale-force winds on Sunday, April 16. Precipitation totaled 3.24 inches, .64 above normal. More than 60 per cent of the rain and hail fell on weekends. Temperatures were fair, varying between a low of 23 on the 12th and a 71-degree high just two days later.

## May Was Cold

May was not yet ready to offer good weather. Another thunderstorm, this one with 65-mile-an-hour winds, blasted through the valley on the 18th. But mostly the month was just cold. Below normal temperatures were recorded on 25 days, with the 27-degree low equalling the record. The mercury climbed out of its rut only twice to get above the 80-mark. High was 85 on the 18th.

June was the month of superlatives. It offered the

warmest day of the year, 89; the most thunderstorms, eight; the highest wind, 75 miles an hour, and the most rain, 7.67 inches.

The early-morning storm on June 9 left wide-spread property damage, knocked down power and telephone lines and cut service for several hours in some areas. Wind was reported at hurricane force. Elsewhere in the state the severe wind and rain were accompanied by heavy hail.

The high temperature came on the 30th, the low, 49, came on the 1st.

## Chilton Tornado

Immediately on the heels of the year's warmest day came a tornado, which damaged and demolished buildings and ripped trees in Chilton on July 1. Despite vast destruction from the early-morning storm, no one was injured.

July, otherwise, was a pretty good month, offering twin lows of 49 degrees on the 4th and 6th and twin highs of 88 degrees on the 21st and 22nd. Precipitation 1.84 inches.

August was fairly cool, clear and dry. High was 86 on the 2nd, and low, 41 on the 22nd. Precipitation came to 2.44 inches, slightly below normal. There were only four thunderstorms in the month, and August's top wind of 32 miles an hour was the calmest of the year.

A parched September set a record for the smallest rainfall of any September since 1926. Only .32 inches of rain fell on six days. Normally 3.18 inches of rain can be expected.

While the high for the month was only 83, temperatures did meet or exceed the 80-degree mark on eight days. Highs were on the 8th and 18th. The 32-degree low on Sept. 29 gave the season its first frost.

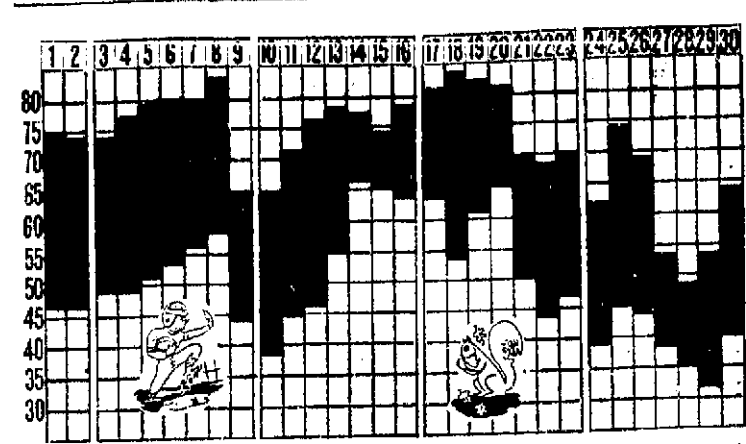
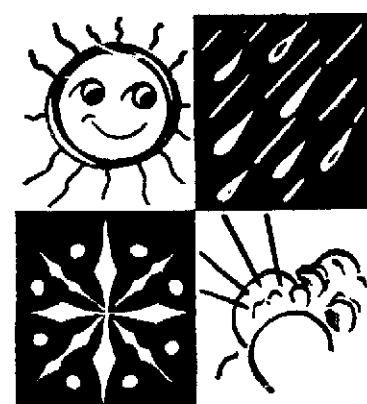
## October Record

Trying to make up for the dry summer, October went all the way — setting a new high record for precipitation with 6.41 inches. During the latter part of the month 2.85 inches fell in one 24-hour period, an amount that has been exceeded only five times in weather record history.

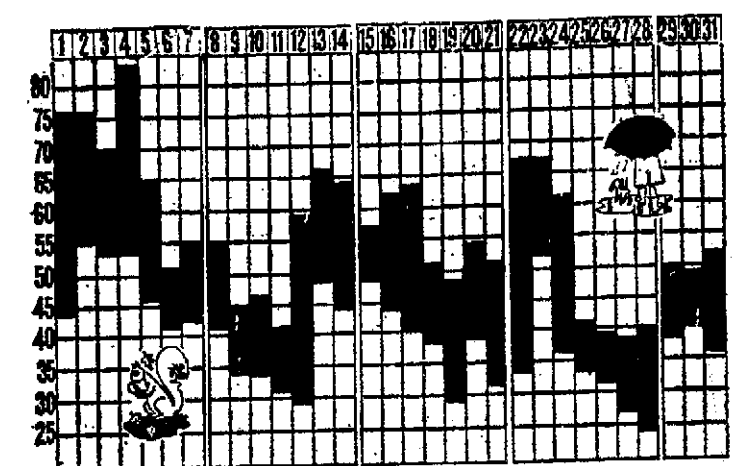
The month's high was 83 on the 4th, but temperatures cooled off considerably as October wore on, dropping to a low of 24 degrees on the 28th.

November was particularly cool and drab with only three days of sunshine. A high of 59 on the 11th and low of 9 degrees on the 28th added not at all to good cheer, though there was only 1.47 inches of precipitation. More than half of this came on the first two days.

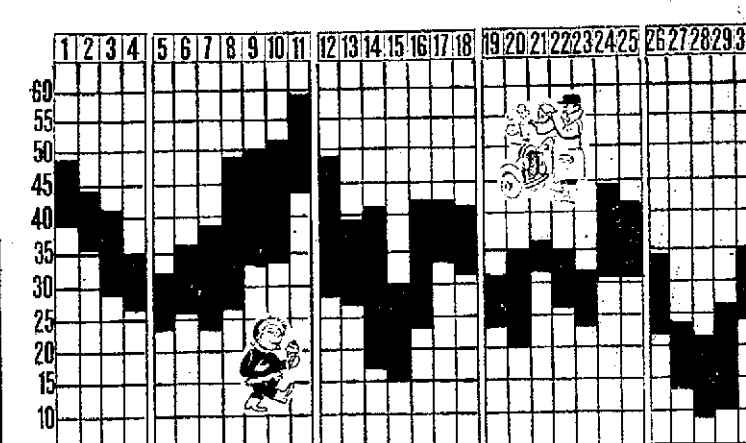
December started rather nicely, holding off on below zero temperatures until Christmas day. The high of 49 on the 20th and 21st left last minute shoppers with little to contend with except deep slush. Some 12 inches of snow fell throughout the month. Giving one last push to the year's general nastiness, 1967 went out with a reading of minus 15 degrees on the 31st.



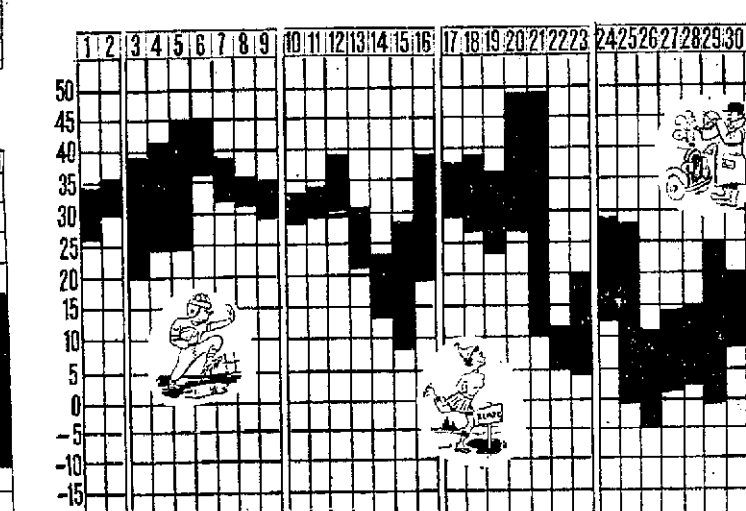
SEPTEMBER



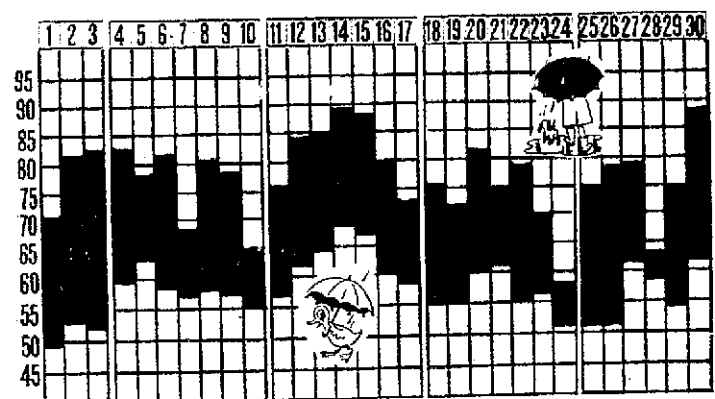
OCTOBER



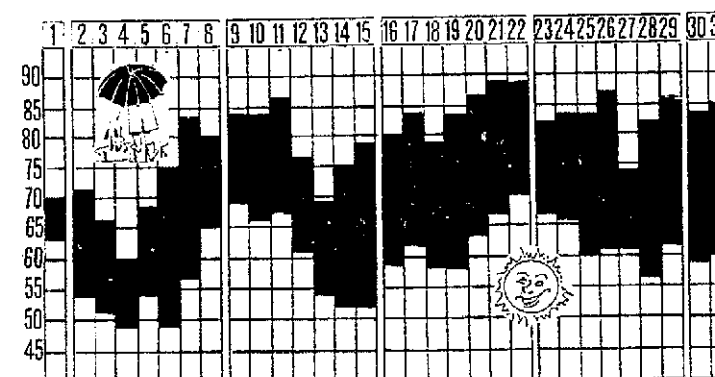
NOVEMBER



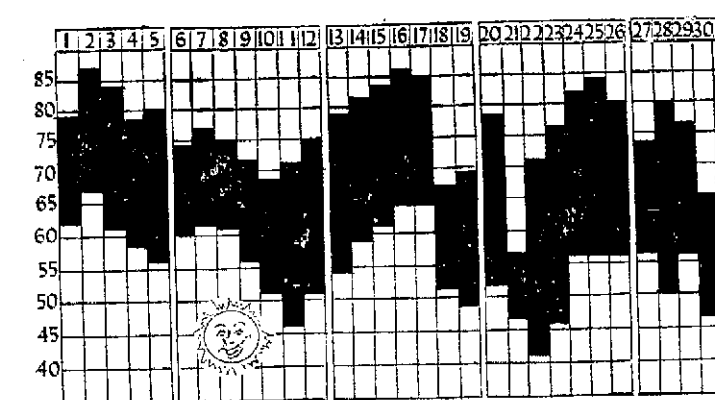
DECEMBER



JUNE



JULY



AUGUST

# ELECTRICITY CREATES A BETTER LIFE... in a growing community

And We've Been Proud to Help Area Firms and Individuals Enjoy the Many Advantages of Electricity . . . for 27 Years.

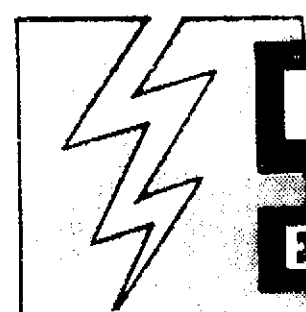
Here are a few area firms we have been privileged to serve their electrical modernization programs in recent years:

- ✓ ALEX'S EDGEWATER BAR, Menasha
- ✓ ATLAS TAG CO., Neenah
- ✓ BADGER HIGHWAYS CO., Inc., Menasha
- ✓ EDGEWATER PAPER CO., Menasha
- ✓ FRANK & PAT'S PIZZA (Pizza Palace in Appleton and Pizza Place in Neenah)
- ✓ HOERNING'S CONCRETE PRODUCTS, Menasha

... AND IN 1967 WE COMPLETED THE MODERNIZATION OF MENASHA CITY OFFICES

Remember — "Adequate Wiring Doesn't Cost — It Pays . . . Dividends"

EMERGENCY 24-Hour Service Available



## BECHER ELECTRIC COMPANY, INC.



Elmer Becher, Owner

"A Business That Service Built"

MENASHA

103 Main Street

Dial 725-2732

Your Nearest Chemical Source

INDUSTRIAL CHEMICALS  
SOLVENTS for INDUSTRY  
KEMTRON PRODUCTS

# The Chemical Supply Co.

Neenah-Menasha, Wisconsin

Phone 722-3383



# Area's Sports Impact Crosses State Lines

CONTINUED FROM PAGE 7

an initial defeat, the Wisconsin champs bowed out of the double-elimination meet via a 5-4 loss to Hawaii. Vandewater won all-tourney honors.

Appleton's LL entry beat Wausau, 7-3, to annex the Wisconsin title. The Appletonians then went to Ottumwa, Iowa, where they beat Des Moines, 9-5, and Rapid City, S. Dak., 4-1, for the Division I

(seven states) title of the Northern Region.

At Harvey, Ill., the final barrier before the Little League World Series, Appleton hit trail's end, losing, 7-3, to Terre Haute.

Appleton's Babe Ruth Leaguers took the state title with a 9-4 win over Dodgeville. At Anderson, Ind., they encountered double trouble, bowing to South Cicero, Ill.,

and Springfield, Ohio, in the Ohio Valley regional meet.

Xavier took a 14-game winning streak into the WCIAA state cage tourney — having won its sixth straight Fox Valley Catholic Conference title and the regional tourney title en route. But, in the Milwaukee opener, the Gene (Tochy) Clark-coached Hawks lost to De Pere Pennington for the first time in history. The Hawks shot only 22.5 per cent from the floor in the 62-55 loss. Xavier went on to win the state consolation title.

The Xavier loss was one of several tourney games that made March 3 the upset day of 1967. Neenah, the state's fourth-ranked team, had its winning streak stopped at 16 by Appleton's surprising Terrors, 57-56. Menasha surprised Oshkosh, 53-48, and Kaukauna overcame a 16-point third quarter deficit to beat Manitowoc.

The Dick Emanuel-coached Terrors used the Neenah shocker as a springboard to the 8-team finals in Madison — chalking up impressive regional and sectional wins along the way. Given little chance against sixth-rated Whitefish Bay (22-1) in the state opener, AHS trailed by 13 points at halftime. With Bob Simon's 23-point second half outburst keying the comeback, the Terrors shot 64.3 per cent in the final 16 minutes to wipe out the Blue Dukes, 66-55.

## Best Showing

AHS, which played more rated schools than any other tourney team, finally fell to Wausau, 58-50, in the semi-

finals after going 12 minutes without a field goal.

The Fox Cities narrowly missed having two representatives among the final eight teams in Madison last March, as Kaukauna made its best tourney showing in school history. After dropping Wausau from the select unbeaten list in the sectional opener, the Ghosts lost to Green Bay West one step from the "state."

As 1967 bowed out, the Lawrence basketball team edged defending champion North Park, 74-73, to win the title of its holiday tournament for the second time in four years.

At the top of an eventful bowling year, Roger Koehn unloaded a 758 series, which is believed to be a Fox Cities record. He reeled off 26 strikes in his prodigious output, which included 230, 261 and 267 games.

Marvis Buboltz slammed one of the highest women's sets in recent years, when she put together lines of 199, 233 and 216 for a 648.

## Bowl-O-Rama

The division champions in the record-breaking 1967 Bowl-O-Rama were Neenah's Dave Jacobsen, Nichols' Henry Schulk, Seymour's Bernice Leisgang and Appleton's Vickie Lemke. More than 3,100 bowlers competed in The Post-Crescent-sponsored tourney.

Two Neenah bowlers picked opportune times to record national honor series — during the state tourney, which was held in Appleton. Walter Sellnow posted a 707, while Clarence Toeppler came up with a 706.

Golf, like bowling, drew an ever-growing throng of participants during the year. Neenah professional Bob Below captured one of the many state titles that were up for grabs. Below won the first annual Wisconsin PGA match play title with a 4-3 win over Allen Mitchell, Madison, in the finals.

Appleton's Mary Beth Nienhaus was second in the amateur division of the Milwaukee Jaycee Women's Open and reached the quarter-finals of the state women's amateur meet before losing an extra-hole match.

## Hole-in-One

Oshkosh's Pete Benson prevailed over a 251-player field to win the Fox Cities amateur golf tournament, which was played on Appleton's Reid Municipal course but was open to The Post-Crescent's entire circulation area. Fond du Lac's Tom Hewitt sank a hole-in-1 to win a color TV set.

Don Strutz defeated Rick Martinek, 5 and 3, to win his fourth Appleton city tourney title in a 2-decade span. John Manier triumphed in the annual Adler Brau amateur tourney, and Herb Stinski captured the Northeastern Wisconsin Golf Association senior title.

In tennis, Menasha's Kevin Conway was runnerup in state high school singles play and teamed with Scott Perlstein to win the state open 18-and-under doubles crown. Neenah's John Whitlinger continued to impress in the younger boys' division and won high rankings from both

the state and midwest associations.

On the Fox Cities prep football scene, Neenah won its sixth straight undisputed title in its final Mid-Eastern Conference season. (The Rockets will join the FRVC next season.) Neenah's Dan Janowski was named an all-state end by the AP.

## End of Reign

Xavier, meanwhile, came to the end of its football domination, as St. John halted the Hawks' unprecedented FVCC title streak at six years. "Oscar" Schuler paced the Chuters to a 21-14 victory over Xavier — St. John's first major sports win over the Hawks in history — to open the way to the title. The Chuters followed through with a key, 25-21 win over St. Mary and a 33-20 triumph over Premontre.

New school Appleton East opened its football history with an unexpected 7-0 victory at Manitowoc. The Patriots also won three other games to come up with a .500 season.

Neenah's track and field power made itself felt again in 1967. The Rockets not only won their seventh successive M-E crown but roared to the No. 2 spot — behind Manitowoc — in the state meet.

McKee started his spectacular year at Lawrence by sweeping individual honors at the spring MC track meet held on the Vikes' new track. McKee scored 19 points — three firsts and a second — as Lawrence finished second to Carleton in the team race. It was the second straight time McKee was top MC scorer.



Football Coach Ron Roberts and Dick Witte follow a play during the Vikings roll to the Midwest Conference championship with an 8-0 record for 1967.

# WVNA 1280

## 1280

On the AM Dial

## 5000

Watts

For Stereo F

## WMKC

93.7 on the FM Dial

5 a.m. to Midnight  
Daily from Oshkosh

For Information on

## BACKGROUND MUSIC

For Stores, Industry  
or Business,

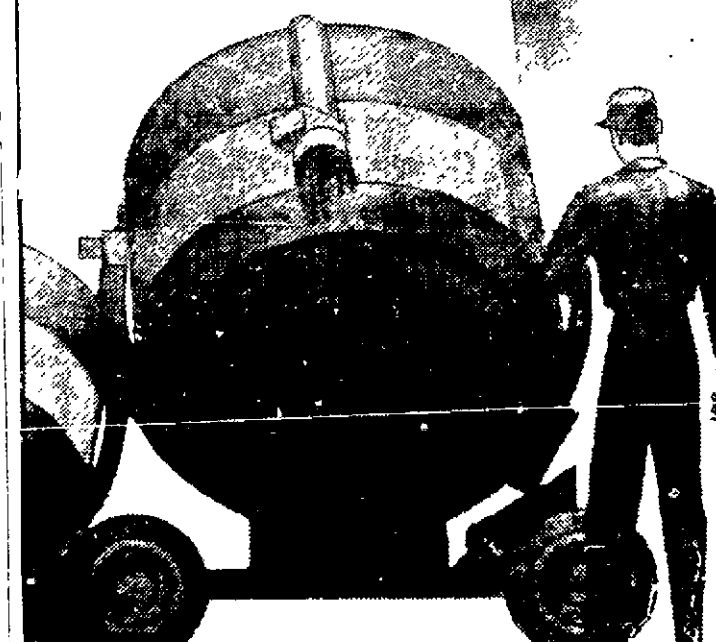
## 233-3031

Oshkosh

or

## 722-6471

Neenah



why

# CONCRETE BLOCK . . .

for economical, fireproof construction; quick, convenient assembly; permanent, maintenance-free construction; many attractive and beautiful designs more and more leading designers and builders are discovering exciting, practical ways to use concrete products—for home, industrial or commercial use. Show us your plans and let our experienced staff help you save time and money.

# HOERNING'S

## CONCRETE PRODUCTS

projects using concrete block and Bes-Stone

We are at present supplying block to the following new construction jobs in the valley:

Red Owl Store—Neenah  
McKinley School—Appleton  
Lakeview School—Neenah  
Paper Chemist Institute—Appleton  
New School—Black Creek  
Riverside Clinic—Menasha  
New Library Building—Menasha  
Family Heritage Home—Neenah

Family Heritage Home—Appleton  
St. Bernard School—Appleton  
Washington School—Neenah  
D. K. Electric Building—Oshkosh  
Pizza Palace—Oshkosh  
Crown Car Wash—Neenah  
Automotive Supply—Appleton  
Valley Bakers—Neenah  
Shell Service Station—Appleton

308 Konemac St.

MENASHA

722-4301

## Numerous Students Also Win Honors

# 91 Lawrence Alumni Make 'Who's Who' Listing in 1967

Lawrentians past and present compiled a list of notable public achievements during 1967.

Ninety-one alumni were listed in the current issue of "Who's Who in America," compared to 67 a decade ago. Of the 91, a total of 28 are classified as business or manufacturing executives, 27 as educators, and lesser numbers of government officials, chemists, publishers, medical doctors, economists, lawyers, organization executives, authors, bankers, newspapermen, cartoonists, bishops, poets, librarians and army officers. Six of the listings for Lawrence are women, one of them an alumna of Milwaukee-Downer College, with which Lawrence is now merged.

In the field of government, alumnus Palmer McConnell, '27, was named director of economic development for the state of Wisconsin in an appointment made by Gov. Warren Knowles in September. Walter Webber, '47, was appointed head of the State Bureau of Capital Finance in the Wisconsin Department of Administration. Walter John Chilsen, '49, assumed his seat in the State Senate.

### National Titles

On the national level, George M. Chandler, '51, was appointed assistant to the undersecretary in the newly created Department of Transportation. William Joyce, '56, acted as social studies consultant to the U.S. State Department for American Studies in Mexico. Margaret Carroll, '61, became associate editor of the Congressional Quarterly News Service.

The highest award granted by the government of Chile to a foreigner, the Medal First Class of Bernardo O'Higgins, was presented to Joan Hickey Polivka, a special student in the late 1940s. Mrs. Polivka organized the People to People office in Minneapolis, and was instrumental in setting up the Minneapolis-Santiago sister city program.

### Led Research

Robert Wolf, '80, was one of three engineers from the Cornell University Aeronautical Laboratory to share the Elmer D. Sperry Award for efforts to improve automobile crash injury research. During 20 years in aeronautical engi-

neering before joining the Cornell laboratory, he was responsible for the power plane and airframe design of the first U.S. jet aircraft and design aspects of the first commercially-licensed helicopter in the U.S.

Three Lawrence women have received awards from their respective cities. Karin Kueger Brown, '57, received the seventh annual community achievement award given by Green Bay; Margaret Jane Park, '40, was named Citizen of the Year in West Allis and was recently elected president of the eastern district of the Business and Professional Women's Club; and Charlotte Bielefeldt, Downer '42, was chosen Teacher of the Year in Athens, Georgia.

Charles Marsh, '25, received the outstanding civilian service award from the Department of Defense for his support of the Army ROTC unit at Wofford College, of which he is president.

### Youth Awards

Two Lawrence men have been honored by youth organizations: Emery McNeil, '24, received the Legion of Honor award for outstanding service to youth at the International DeMolay Convention; while Donald Brown, '49, received the St. George Award, the highest recognition in Catholic adult scouting.

Appointed to major business executive responsibilities during the year were John Bodilly, '40, elected vice-president of the national Hertz Corporation; Philip Mayer, '55, elected vice-president of the American Broadcasting Company-owned television stations; John D. Schmelein, Jr., '39, president of Gilbert Paper Company who was elected president of the Wisconsin Paper Group; and Lawrence Schiedermeyer, '49, new vice-president of administration at the Thilmany Pulp and Paper Company.

Norton Masterson, '24, was elected secretary of the American Academy of Actuaries; Irving Curry III, '55, was elected lieutenant-governor of division 13 of Wisconsin-Michigan District of Kiwanis International; and Kathryn Flynn, Downer '42, became chairman-elect of the public library section of the Wisconsin Library Association. Miss Flynn is director of the Ne-

nah Public Library, and listed in "Who's Who of American Women" and "Who's Who in Wisconsin."

### Field of Arts

A long list of Lawrentians made significant contributions to the state of the arts in America during 1967. Jean Kraft, '48, mezzo-soprano with the New York City Opera Company, was soloist with the Pittsburgh Symphony during the spring, and in New York's Lincoln Center under conductor Leonard Bernstein. She has 41 operatic roles in her repertoire. Edward Smith, '57, a member of the New York Pro Musica, continued his international touring with that ensemble specializing in music for ancient instruments. Tenor Carl Nicholas, '34, appeared in the Broadway musical as Tudsbury in "Walking Happy," and Fred Lerdahl, '65, appeared briefly in the national telecast show "Casals at Marlboro," showing the Lawrentian in his role as composer in residence at last summer's Marlboro Festival in Vermont.

In the field of drama, Milwaukee Downer alumna Colleen Dewhurst, '49, played Elizabeth Proctor in Arthur Miller's "The Crucible," shown in the spring on national television, and co-starred with Ingrid Bergman in Eugene O'Neill's unfinished play, "More Stately Mansions," in New York City late in 1967. Gordon Michael Shurtleff, '42, is directing The Friday Workshop in New York City, presenting new full-length plays in Theatre East with a cast of 20.

Three alumni were chosen for significant educational administrative posts: Rockwell Schulz, '51, who has become assistant dean at the Tulane University School of Medicine; Margaret Cairncross Fagin, '34, director of continuing education for women at the University of Missouri; and Anita Cast Reichard, '35, dean of women at Oberlin College.

On the undergraduate scene, the geographical base of the student body remained about the same — 40 states were represented both in the fall of 1966 and 1967, but the foreign enrollment increased between the two years, from 10 to 17 nations.

The graduating class of 1967

showed a slight decline in numbers of students going directly to graduate school. Forty per cent of the class of 1967 enrolled at an institution of higher learning in September, contrasted with 44.9 per cent of the class before.

In spite of the drop in percentage, however, the Lawrence class of 1967 won more than 50 major fellowship awards, about ten more than were won by the class of 1966 about 20 of the awards were won in national competition or are from federal sources; the others were granted by individual universities.

During the 1967-68 school year, nine National Merit Winners were enrolled at Lawrence. There had been seven during 1966-67.

### Sports Leaders

Topping the sports news in

1967 was the Lawrence football team's Midwest Conference championship with an 8-0 record, one of 15 unbeaten, untied teams in the country. Chuck McKee was chosen quarterback of the Associated Press's Little All-American team, and was one of 33 athletes to receive a \$1,000 scholarship for graduate work from the National Collegiate Athletic Association. Teammate Gary Hietpas won honorable mention on the Little All-American squad.

During the spring, Athletic Director Bernard Heseltun judged the Vikings' spring sports performance to be the best in 20 years, and the overall sports performance for 1966-67 as the best in 15 years. Track and tennis teams both were runners-up in the conference.

Vike athletes winning honors during the sports year,

(exclusive of football already mentioned,) either on all-Midwest squads or holders of Midwest individual titles, were:

### Won Honors

Basketball — Dick Schultz, second team; Wrestling — two runner-up titles, Jerry Nightingale at 145 and Rich Agness at 177 pounds; Swimming — Pete House qualified for NCAA finals with a 50-yard freestyle swim in 21.8 and a 100-yard freestyle in 48.5 (both conference records); Toe Mitchell won the 500-yard freestyle in 5:30.7; and the 200-yard free, while the 400-yard relay team of Liebich, House, Graham and Mitchell took second.

Golf — Larry Newman, runner-up; Track — Chuck McKee, winner of three firsts (long jump, 23' 1/2"; triple

jump, 44' 6 1/2"; 120-yard high hurdles, 1:15) and second in the high jump (6' 2 1/4"); Paul Henningsen, first in shotput; Dick Schultz, second in long jump, and the mile relay team of Schultz, Miller, Porter and Messman, second.

In baseball, shortstop Dennis Kirchhoff was named to the northern division of the conference honor squad, with four teammates on the second team — Chris Olsen, pitcher; Gary Hietpas, catcher; Dick Briden and Dave Matz, outfielders. In tennis, the Kenney-Holzworth combination was runner-up for the doubles crown; while Dave Kenney, Dave Frasch and Paul Croake were runner-up in their seed-number.

Andrea Western won the state college women's tennis tourney, while Gary Schlei was second in under-19 state foil fencing tournament.

Students in music had a big "winning season" as well, with four of them capturing major awards.

### Fulbright Scholar

Baritone Dale Duesing climaxed his undergraduate singing career by winning a Fulbright scholarship to study in Munich, Germany. He was the 42nd Lawrentian to be granted a Fulbright award since 1950. For two consecutive years, Duesing won both the district Metropolitan Audition Award and the WGN-Illinois Opera Guild competition. During his 1967 spring vacation, he was sponsored on a singing tour of the Caribbean; he gave a full-length recital at the Milwaukee Memorial Center and sang with the Milwaukee Symphony. As a sophomore, Duesing had won the male student voice division of the National Federation of Music Clubs competition.

Mary Finnigan, flutist, won the orchestral winds competition in the same National Federation of Music Clubs competition during the spring, giving the class of 1967 at the Lawrence Conservatory of Music the distinction of having two national winners in its ranks. Miss Finnigan also won the eighth annual Green Bay Symphony Orchestra Young Wisconsin Artists Competition, while Dennis Young, sophomore clarinetist, placed third in the ninth annual competition sponsored by the same

group. In nine years, Lawrence musicians have won six contests.

Fred Schuetz, baritone, won the regional contest of the National Federation of Music Clubs.

Other undergraduates whose special talents won mention during 1967 were actor Jeff Jones, who was a member of the Minnesota Theatre Company at the Tyrone Guthrie Theater in Minneapolis for its summer-fall season; Tony Vaughan, who had a poem published in the national Rotarian magazine; Maribeth Hartwig, who toured Europe with the All-Student USA band, orchestra and chorus; Adrienne Kulieke, who was Miss Appleton 1967; and Nina Stoeckle, a queen candidate at the 16th annual Winterskol week at Aspen, Colo.

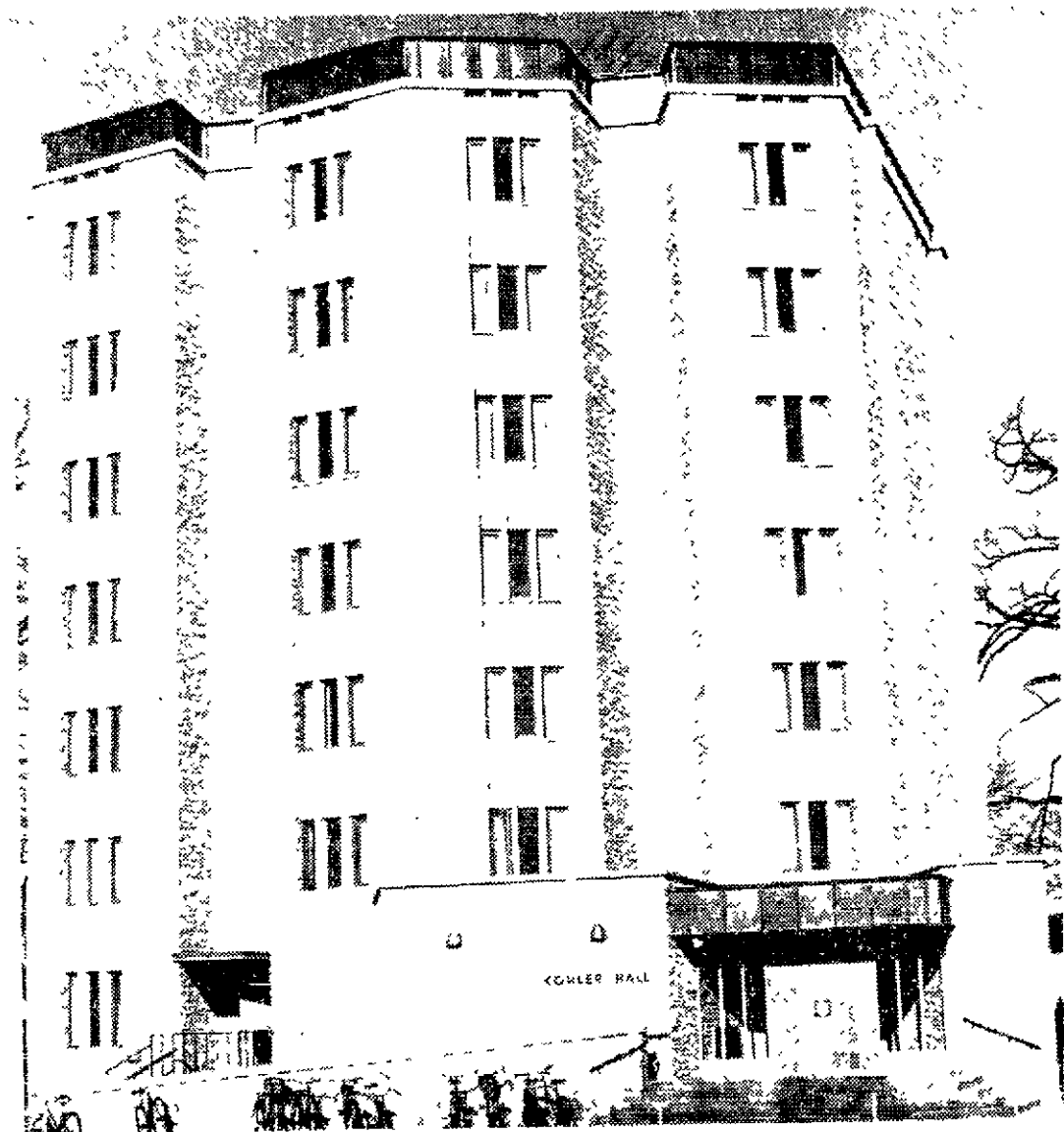
### Year for Picketing

Students were instrumental in raising \$966.34 for the Committee to Rescue Italian Art enterprise on the campus, part of an international response to the devastation caused by floods in Florence.

"Idea" magazine, a publication in the liberal arts, appeared on the campus during 1967 under the editorship of William Brouwer and Tim Jorgenson.

The Speakers Committee of the Student Senate precipitated great controversy when it brought George Lincoln Rockwell to the campus in February. Another major effort of the group was a series of speakers entitled "From Separate Corners" which brought Marxist Herbert Aptheker, John Birch representative Reed Benson, conservative spokesman Russell Kirk, Allen Krebs of the Free University of New York, and William N. Chambers, then of Washington University, as the summary speaker.

The year 1967 was a big year for picketing, with the Students for a Democratic Society demonstrating on at least six separate occasions against the Vietnam war generally and the Dow Chemical Company, the Central Intelligence Agency and the armed forces specifically. There were several other demonstrations on the campus having to do with the "open-dormitory" issue. During the fall a group of students traveled to Milwaukee to march with Father Groppi's NAACP Youth Council in support of an open housing ordinance.



Completed on the Lawrence campus during the year was the seven-story

Ruth DeYoung Kohler Hall for 125 women.

**we have a 39-year reputation to live up to . . .**

## WE'RE DOING JUST THAT

In 1929 Lieber established a reputation for selling first quality building materials; for giving excellent customer service. Since then, nothing has been spared to maintain and increase that valued reputation. Lieber Building Material Centers are modern, attractive places to come to; our personnel are trained, courteous. The result: a customer loyalty we deeply appreciate. We invite all "newcomers" to discover the truth of the "Lieber Reputation" by visiting us.

*the largest supplier of building materials in the valley.*

At Liebers, you'll find all your needs — from lumber to paneling, floor and ceiling tiles, insulation, doors, hardware, roofing, paints . . . and more. All is first quality . . . costing you no more.

# LIEBER LUMBER CO.

THREE CONVENIENTLY LOCATED BUILDING MATERIAL CENTERS TO SERVE YOU

<b>APPLETON</b> 1924 W. College Ave. 734-2603	<b>NEENAH</b> 139 N. Lake St. 722-2834	<b>OSHKOSH</b> 241 Olive St. 231-8670
---	--	---

## Under-utilization of our modern roads adds to the cost of everything you buy.

If we used our modern Interstate Highway System to its full capability, truck operating costs could be cut significantly.

The simple fact is that modern multi-lane highways are capable of handling more cargo per vehicle than many now handle. This increase can be accomplished without any increase in the load per tire, or per axle, thus adding no strain to the highway structure.

How? The answer lies in allowing the use of truck-trailers with more tires and axles per vehicle. More specifically, this means allowing the use of multiple trailers, or vehicle combinations, because conventional semi-trailers are reaching their capacity limitations.

Although multi-trailer combinations are frequently discouraged by horse-and-buggy-age regulations, the fact is that they are current-

ly being operated in most states and on almost all toll roads. Road wear, traffic flow and safety are unaffected. Actually because a truck pulling two trailers takes less highway space than two trucks each pulling a single trailer, traffic flow is improved. But the most important advantage is the reduction in trucking costs.

Transportation costs are a factor in the price of practically everything we buy.

Multiple-trailer combinations provide a unique opportunity to hold down spiraling costs by permitting more efficient use of our modern highways.

**WISCONSIN MOTOR CARRIERS ASSN.**  
Ad Courtesy of Ford Motor Company and ATA Foundation



# TRUCKING

makes  
the  
difference  
in the  
**FOX  
CITIES**



You and your family depend on trucks, big trucks, small trucks, medium size trucks . . . tailored to perform thousands of services to retailers, manufacturers and consumers. Imagine, what would happen if the trucks stopped rolling today! No delivery of raw materials, no delivery of foodstuffs, no delivery of household goods; no delivery of the manufactured output of our local industry. Remember, the truck and its driver create jobs, pay taxes, and serve you! Never lose sight of the fact that trucks have to keep rolling for our prosperity!

- One out of ten pay checks in the Fox Cities are paid by the trucking industry.

- 34.3% or \$54,776,000.00 of total State Highway-Users taxes paid by the trucking industry.

#### WISCONSIN STATE HIGHWAY — USER TAXES

	All Motor Vehicles	Trucks	Truck Percent of Total
Registrations .....	1,908,054	283,080	14.8
Registration Fees .....	\$ 53,882,000	\$25,304,000	47.0
Miscellaneous Receipts .....	4,849,000	733,000	15.1
Motor Fuel Taxes .....	100,624,000	28,275,000	28.1
Motor Carrier Taxes .....	506,000	464,000	91.7
Total User Taxes .....	\$159,861,000	\$54,776,000	34.3

- Three out of four pounds of freight are moved by truck.

## IF YOU GOT IT . . . A TRUCK BROUGHT IT

### COMMON CARRIERS

CW Transport, Inc.  
Consolidated Freightways  
Foreway Express Co., Inc.  
Gateway Transportation Co., Inc.  
Harry H. Long Moving & Storage  
Kampo Transit, Inc.  
Olson Transportation Co.  
Remick Transfer Co., Inc.  
Spector Freight System, Inc.

### CONTRACT CARRIERS (MOVING & STORAGE)

Appleton Moving & Storage Co., Inc.  
Checker Moving & Storage, Inc.  
Dorn's Delivery & Transfer, Inc.  
Graebel Moving & Storage, Inc.  
(Allied Van Lines Agent)  
John Hennes Trucking Co.  
Joyce Bros. Storage & Van Co.  
(Allied Van Lines Agent)  
Muenster's Moving Service  
Remick Transfer Co., Inc.

### PARTICIPATING ORGANIZATIONS

Hertz Rent-A-Truck  
Ryder Truck Rental  
Rent-A-Truck, Inc. <sup>Brillion, Wis.</sup>  
(Subsidiary of Saunder's Leasing System, Inc.)



# Lawrence Teachers Recognized Faculty Active World-Wide

**BY M. K. REED**  
*Of Lawrence University*

Activities of the Lawrence University faculty and administration, although centered in Appleton, more than ever flowed across state, national and international boundaries in 1967.

In addition to their teaching, faculty members were leaders in several national professional organizations, contributed nearly 50 articles to scholarly publications and gave more than 75 talks both in the Appleton area and away from the campus. Scientists pursued special research problems, taught in summer institutes and took an active part in the Wisconsin Visiting Scientist Project for secondary schools. Conservatory faculty provided a busy schedule of musical events and many teachers and administrators contributed to civic and cultural organizations in the state.

Last spring Governor Knowles appointed Lawrence President Curtis W. Tarr head of a special 13-member task force to study problems of local government and shared tax distribution. Now conducting hearings in various sections of the state, the committee will report its findings to the Legislature in 1969. Dr. Tarr also was elected president of the Wisconsin Foundation of Independent Colleges and appointed by the Governor to the Committee on State Fulbright Scholarships.

### Active Locally

On the local level, Kenneth Sager of the education department and Ronald D. Roberts, head football coach, continued their terms on the Appleton board of education. Lawrence D. Longley of the government department served on the education and public relations committee of the Fox Valley Council of Governments. Daniel C. Sparks of the Conservatory of Music was elected president of the Fox Valley Symphony, and Kenneth R. Venderbush, dean of men, was president of the Outagamie County Mental Health Association.

Dr. Bradner W. Coursen of the biology department continued as president of the State Board of Examiners in the Basic Sciences. George B. Walter of the education department as president of the Wisconsin Association for Student Teaching, and Dr. Ronald J. Mason of the anthropology department as vice president and acting president of the Wisconsin Archaeological Survey.

Mary F. Heinecke of the physical education department won the state women's fencing title for the second consecutive year, captured the state women's class A badminton championship and served as chairman of the state fencing workshop sponsored by the USA Olympics Development Committee. Anne B. Lay of the biology department was on the steering

committee of the Midwest Association of College Biology Teachers, and John Rosebush, director of alumni affairs and development, was a national director for continuing education of the American Alumni Council.

### Foreign Award

Anne P. Jones, who holds the Bergstrom professorship in French, was decorated last spring as a Chevalier dans l'Ordre des Palmes Academiques for her contributions to education. She was the first Lawrence professor to be decorated by a foreign government in 39 years. King's College of Cambridge, England awarded a three-year research fellowship to James Williamson, an instructor in mathematics, for study toward a Ph. D. in the philosophy of science.

Dr. Francis L. Broderick, dean of Lawrence and Downer Colleges and Clapp professor of American studies, was honored by Phillips Academy, Andover, Mass., with a Claude Moore Fuess Award for public service for his work with the Peace Corps. Dean Broderick spoke frequently to groups in the Fox Valley during the year, served as vice president of the American Catholic Historical Association and in December was elected 1968 president at the organization's annual meeting in Toronto.

Endowed chairs at Lawrence were awarded to Anne B. Lay of the biology department, the Alice J. Hulst chair in life science; James W. Ming of the conservatory, the T. A. Chapman chair in music, and Dr. Walter F. Peterson, the Alice J. Chapman librarianship.

The year marked the retirement of Hastings A. Brubaker as librarian after 20 years at the university. He was succeeded by Dr. Walter F. Peterson of the history department who, during 1967, also served as editor of "Transactions" of the Wisconsin Academy, president of the Lutheran Campus Ministry of Wisconsin and Upper Michigan and a training officer for the Peace Corps. Last August Dr. Peterson went to Rio de Janeiro, Brazil, to conduct a completion of service conference for Corps volunteers.

### German Campus

During the summer three faculty members, Dr. Charles Breunig, who holds the Ormsby chair in history; Dr. John M. Stanley, religion department, and Dorrit F. Friedlander, German department, left for Germany to spend a year at Lawrence's first overseas campus in Boennigheim.

Also bound for Europe on sabbatical leaves for 1967-68 were Dr. William M. Schutte, Briggs professor of English; Dr. Thomas R. Dale, who holds the Miller-Wheelock chair in English; Dr. Chester J. Hill, Wriston professor of psychology; E. Dane Purdo,

art department, and Mr. and Mrs. Theodore F. Rehl of the conservatory. Before leaving for a year's sabbatical in India, Dr. Minoo D. Adenwalla, government department, advised two India-bound Peace Corps groups during their training sessions in Wisconsin.

Dr. Jules N. LaRocque, economics department, returned in September after a year in Costa Rica as the first Lawrence faculty member to participate in an interdisciplinary program of field research sponsored by the Associated Colleges of the Midwest. Departing for 1967-68 in another ACM program was Dr. Robert M. Rosenberg, who holds the McMillan chair in chemistry, to work at the Argonne National Laboratories.

Sadness for the faculty came at the end of 1967 with the December death of Dr. John F. Plummer of the anthropology department. Dr. Plummer had delivered a paper at the annual meeting of the Central States Anthropological Society in April and had done field research among the Aymara and Uru Indians of South America during the summer. Death also took two former faculty members, Dr. Cleveland Bohnet, who had taught in the conservatory and Mary Alice King Wilch of the Spanish department.

### Publishes Book

Among 1967 publications of the faculty was a book, "Deism and Natural Religion," by Dr. E. Graham Waring, who holds the Beach-Garton chair in religion. A selection of writings on deism with an introduction by Dr. Waring, it is part of the "Milestones of Thought" series published by Frederick Ungar, New York.

While at Oxford University during a sabbatical leave from Lawrence, Dr. William A. Chaney, Steele professor of history, completed the major part of a book on medieval kingship which will be published by John Wiley and Sons in the series "New Dimensions in History." The recent "New Catholic Encyclopedia" included 11 articles by Dr. Chaney, four by Dean Broderick and one by Dr. Cunningham.

Four articles by Dr. John Dreher of the philosophy department and two by Dr. Thomas Wenzlau, who is McNaughton professor of economics, were accepted during the year for the revised edition being prepared by the "Encyclopedia Americana." Dr. Carl P. Wellman, who holds the Claflin-Ingraham chair in philosophy, contributed the section on asceticism to the "Encyclopedia of Philosophy." Two other articles by Dr. Wellman were included in books published during the year.

Contributions to other books

include a chapter on "National Image and the Japanese-Korean Conflict 1951-67" by Dr. Chong-Do Hah of the government department for "Studies in Asia" published by the University of Nebraska Press, and "Peace Corps-Ghana" by Dean Broderick in "A Sense of the Past" edited by Dorothy S. Arno of Macmillan. Dr. Richard W. Zuehlke of the chemistry department had two of his previously published papers selected for the American Chemical Society's 1967 textbook, "Modern Experiments for Introductory College Chemistry."

### Visits Spain

Manuscripts were completed by Dr. David Mayer III, theatre department, whose book on English pantomime has been accepted for publication and by Dr. Harold K. Schneider, anthropology department, who has written on economic anthropology and on the Rift Valley Bantu of Tanzania. During the summer Dr. Richard W. Winslow of the Spanish department visited northern Spain as background for a book on Jose Maria de Pereda he is preparing for Twayne's "World Authors Series."

Faculty of the conservatory continued to be active both in professional organizations and as performing artists. Dean LaVahn Maesch, who holds the Farrar-Marrs chair in fine arts, served as moderator of the national meeting of the Music Teachers National Association held in St. Louis and continued as vice president of the professional accrediting body in music, the National Association of Schools of Music. A set of six anthems by Dean Maesch is in press at FitzSimons, Chicago, and will appear in the spring.

Two unpublished compositions by pianist Robert Below were performed during the year, a "Recessional for Organ" at the Honors Day convocation and a "Duo for Flute and Piano" in a chamber concert. Among the out-of-town concerts were a recital by Below in Atlanta, Ga., and a performance by the duo piano team of Clyde Duncan and Theodore Rehl at the state convention of the Wisconsin Music Teachers Association.

### Heads Clinic

John Koopman served as state governor of Wisconsin for the National Association of Teachers of Singing, while Fred G. Schroeder was state chairman of the College Bandmasters organization and was chosen by the Chicago board of education as head clinician for a two-day school band festival in April. Mari Taniguchi, with her pupil Dale Duesing, sang a benefit concert of famous Italian arias and duets for the Committee to Rescue Italian Art.

In art, Carl F. Riter, who also was active in CRIA functions last spring, conducted



Lawrence University faculty members in the news last year included Anne P. Jones, professor of French, who received the Palmes Academiques from the French government, bestowed by Rene Allewaert, left, cultural attache; Hastings Brubaker, top, right, who retired after 20 years as university librarian; Dr. Sumner Richman, lower left, who completed a study of Lake Winnebago Organisms, and Dr. Francis Broderick, dean of Lawrence and Downer Colleges, who was inaugurated as president of the National Catholic Historical Association.

ed a two-day seminar on Islamic art at the Wisconsin State University-Stevens Point. Arthur A. Thrall was the recipient of five awards in exhibitions during the year and held a one-man show of his paintings and prints at the Paine Art Center, Oshkosh during November. He also was the subject of an article in "Prize-Winning Prints, Book 5, 1967."

Silversmith E. Dane Purdo won a "best in show" award in the Northeastern Art Exhibition at the Neville Public Museum, Green Bay, and was represented in several invitational shows. Paintings by Thomas Dietrich were exhibited in a one-man show at the Worcester Art Gallery and at Memorial Presbyterian

Church, where he had designed the stained glass windows.

For the second summer, high school English teachers studied with a group of faculty headed by Dr. Herbert K. Tjossem of the English department in an institute operated under the National Defense Education Act (NDEA). Theodore F. Ross, geology department, completed his summer course by leading students on a two-week field trip in the Rocky Mountains.

During 1966-67 Dr. Fred T. Phelps, physics department, directed an NSF In-Service Institute in mathematical methods for high school teachers of science.

The NSF also awarded

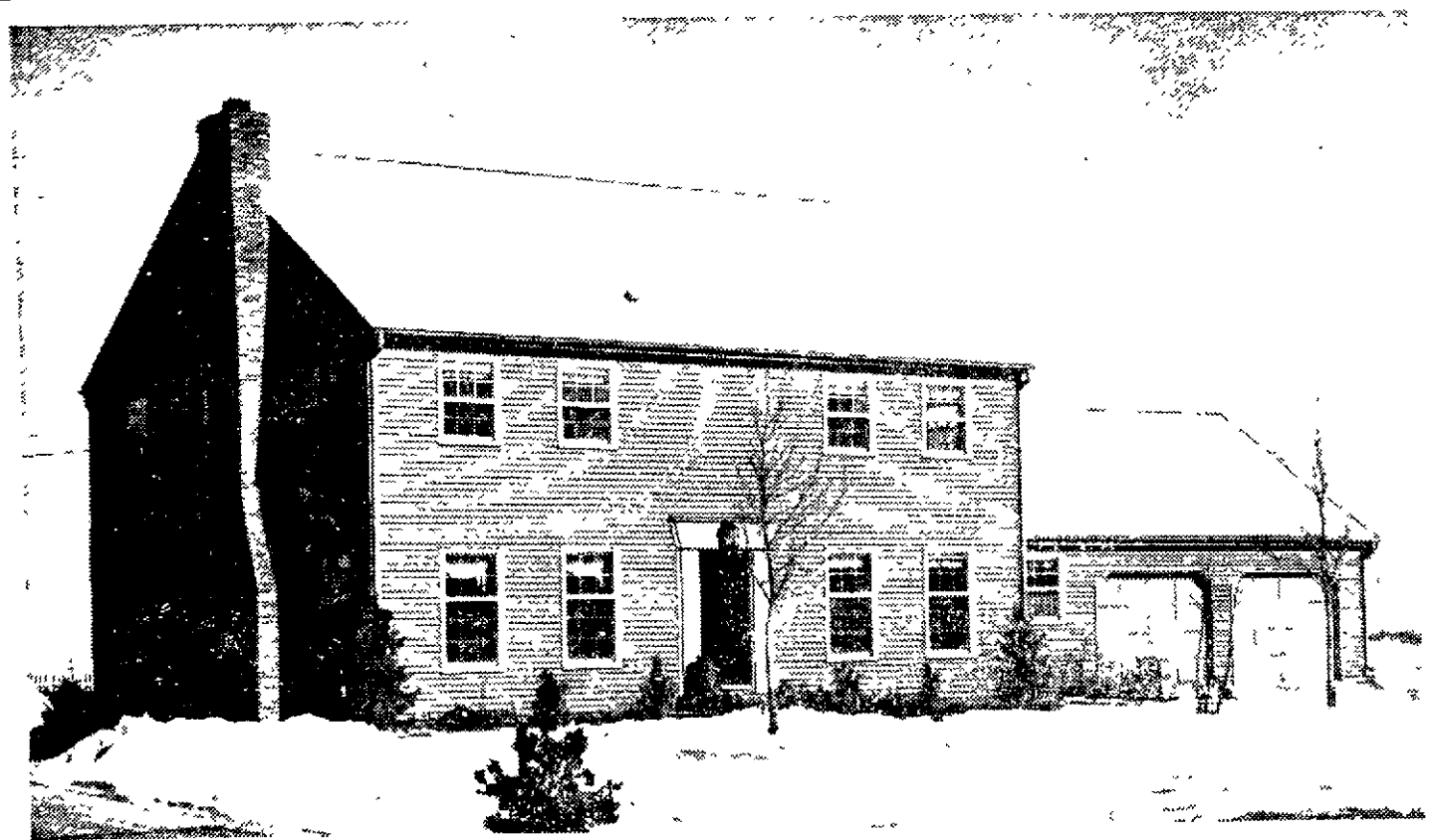
grants to Dr. Richard W. Zuehlke of the chemistry department to spend a year in research at the University of Pittsburgh and a summer fellowship to Dr. Bruce Brackenridge, who holds the Chapman chair in physics, to attend a six-week seminar in the history and philosophy of science. Dr. Sumner Richman of the biology department completed the final year of his NSF grant for research on the energy budget of copepods in Lake Winnebago.

Dr. Ronald J. Mason of the anthropology department was the recipient of a \$12,500 NSF award for 1967-68 to study the pre-history of the Upper Great Lakes region, while Dr. Harold K. Schneider, department chairman, studied African "Indigenous Economy and So-

ciety" under an \$11,000 grant while he was on sabbatical leave in 1966-67.

Dr. Ronald W. Tank, a geologist, was the recipient of a \$10,680 grant from the American Chemical Society's petroleum research fund for a three-year study of clay mineral genesis in the Green River Formation. The Brown-Hazen fund of Research Corporation awarded \$5,490 to Dr. Gilbert Shibley, a biologist, to study the role of neuro-secretions in controlling behavior patterns in hydra.

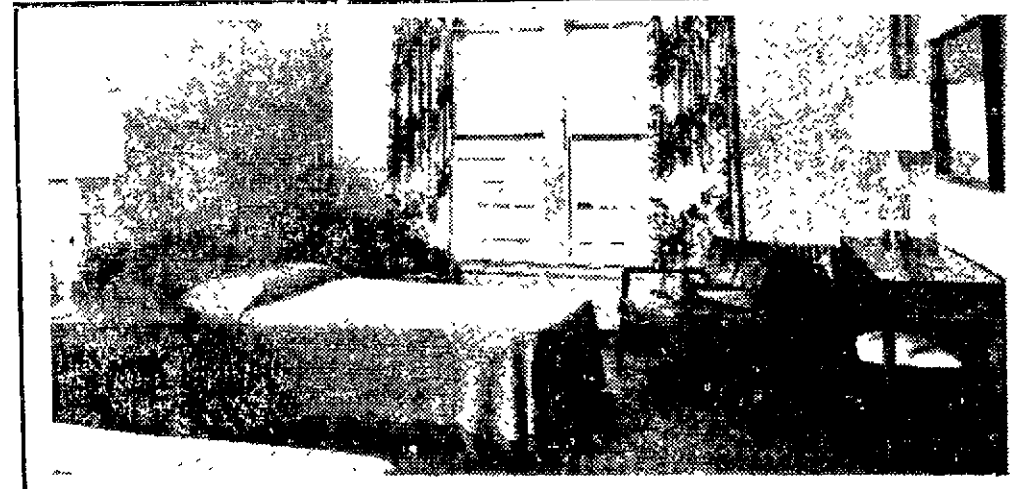
And in the final days of 1967 the NSF announced a grant of \$25,125 to support the 1968 summer secondary science training program under the direction of Dr. David M. Cook of the physics department.



**A New Home Is the Best Investment  
Your Family Can Make . . . and  
You Realize Dividends Daily**

**ER CONSTRUCTION COMPANY**  
**NEENAH**

*Your Proven Guarantee for Better Living—Since 1949*



### The Finest Accommodations

Hotel Menasha provides you with completely remodeled, air-conditioned rooms, complete with TV, for your business and out-of-town guests.

## Are You Having An Affair?

For parties, banquets, wedding dinners & receptions, and gatherings of all types, you'll find the facilities (4 private dining rooms) as superb as the food, service, and atmosphere at Hotel Menasha.

### Complete Catering Service

*Menus to Fit  
Every Budget*



THE "RIVERBOAT" ROOM

### CONTINENTAL Seafood Smorgasbord

Superb cuisine,  
served every Friday,  
from 5:00 to 10:30 p.m. . . .

**\$1.50**  
ALL YOU CAN EAT

**Hotel  
MENASHA**  
Downtown Menasha Ph. 722-1545  
Chas. Fuller, Mgr.  
"You'll Like Our Food"





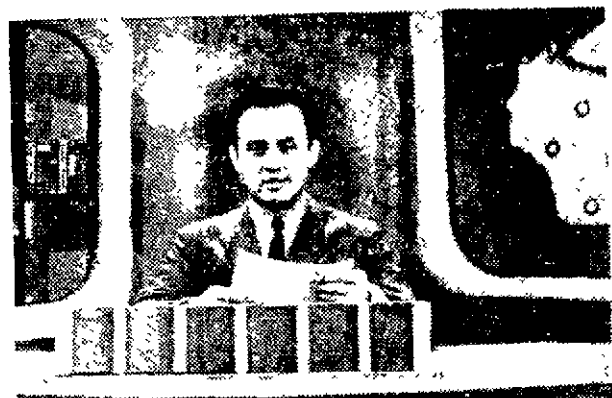
Jim Irwin — Sports



Robert Brice — News



Tom Pearl — Weather



John Froyd — Weekend News

# WLUK-TV



## Your Special Event Station



KEEPING YOUR EYE ON THE WORLD

